



**Final Evaluation Study**  
**Creating the next generation of Palestinian Democratic Political Leaders (*The President*) Project**

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## List of Acronyms

**MoWA:** Ministry of Women Affairs

**SFCG:** Search for Common Ground

# 1.0 Introduction

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*The President* is a Palestinian reality TV show based around a mock presidential election. During the season, Palestinian youth role play as presidential candidates and campaign locally and nationally throughout the West Bank and Gaza. The goal of the programme is to create a new generation of Palestinian leaders and develop a political culture of peaceful civic activism and inclusive democratic practices. The main objective of this programme is for Palestinians in the West Bank and Gaza to have increased knowledge of and support for democratic political processes in the Palestinian context.

Alpha International was commissioned by Search for Common Ground (SFCG) to conduct a Baseline and Final Evaluation for *The President* programme. The aim was to:

- ◆ Collect pre and post project indicators
- ◆ Measure the audience rates of *The President*
- ◆ Measure change in viewer knowledge about gender, political participation and civic participation
- ◆ Capture the most significant changes of the project
- ◆ Analyze the impact, effectiveness and relevance of the project
- ◆ Observational monitoring onsite, at least in 5 locations

This report is the end-line report for *The President*. The end-line study addressed the relevancy, effectiveness and impact of the program, in addition to the following indicators:

- 1) What is the percentage of target audience who show positive change in level of political knowledge, civic skills, and democratic values?
- 2) What is the percentage of Ma'an Network viewers who express increased knowledge of topics identified in *The President*?
- 3) What is the percentage of Ma'an Network viewers who believe that the themes and activities of *The President* are relevant to their daily lives and challenges?
- 4) What is the percentage of Ma'an Network viewers who have increased knowledge of the political and social issues identified in the show?
- 5) What is the number of community activities conducted during the lifetime of the project (such as public debates, community dialogues, etc.)?
- 6) What is the number of episodes produced and podcasted of *The President*?
- 7) What is the number of service announcements completed (including awareness raising activities and campaign activities)?
- 8) What is the number of SMS voting participants recorded on *The President*?

## 2.0 Executive Summary

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*The President* achieved a high standard of performance and impact, because of the high numbers of viewers and listeners and the positive responses from youth participants, viewers, audiences and key informants.

### **Program Relevance:**

- The program is a new and unique TV show that involved the most important segment (youth) of different backgrounds and experiences from the Palestinian community. Viewers and audience members surveyed were very satisfied with the program. Moreover, the program supported the creation of future youth leadership by incorporating interactive and challenging roles into the program. These different actions ensured that the program has been relevant in addressing youth needs at the political, social, civic and economic levels. According to the program audience, 96% believe that the program is relevant to the needs of youth, and the activities and topics raised during the program were relevant to the daily life of Palestinians. According to viewers, the theme of the program was highly relevant to the Palestinian society; where 94% of the program viewers believe that the themes and activities of the program were relevant to their daily lives and challenges.
- The program activities were all relevant to youth participants needs. These activities increased youth skills and knowledge of different political, civic, social and economic aspects of Palestine such as new skills and experiences, new intellectual and political information, highlight and development of the capabilities of youth in society, personal empowerment, self-expression, team work and team spirit, and individual and collective initiatives, decision making skills, working to help citizens, improvement in performance at every stage. Moreover, the topics and issues covered in the program were of interest and relevant to the real lives of the Palestinians.
- The program attracted a large audience of Palestinian youth. Nearly 900 youth participants pre-registered in the program and the program audience was 1.2 million. The majority (95.5%) of the program viewers believe that the program is a new and unique initiative.
- The program is aligned with national strategies and priorities, since youth empowerment and participation in the decision-making process is a national priority for numerous ministries. According to MoWA, the program contributed to educating young men and women on different Palestinian issues including political, civic, social and economic issues.
- The program involved female participants and many women's issues were raised in the program such as gender based violence, women's civil rights, women's employment, women's political participation, to name a few. The discussion of these issues helped to raise public awareness about critical women's issues.

### Program Effectiveness:

- The program activities were implemented effectively and as planned despite the delay caused by vetting processes. The flow of activities has been well-communicated and coordinated with relevant stakeholders who were aware of their role during the program. Follow-up, coordination and arrangements of the different activities between the ministries, Ma'an team, SFCG and the donor was regular and effective. However, some logistical arrangements have not been well-coordinated during the activities implementation, for instance, the training halls were small and the program team faced difficulties finding larger halls. Also, the calendar of activities was not clear to the youth, such as the timing of workshops and trainings, etc.
- The public initiatives implemented during the program have effectively equipped youth with the skills and knowledge necessary to compete for the mock president title. These initiatives enabled youth participants to lead high supervisory positions locally and internationally, interact and discuss with community members, take decisions, make inputs on national plans and structure, review existing policies, debate hot issues and topics and find smart solutions to issues.
- The program reached out to 1.2M viewers and listeners representing 28.5% of the Palestinian population. Moreover, the majority of viewers (49.2%) heard about *The President* show and 26.6% watched it; this means the estimated total of viewers were 1.04M and 160,000 listeners. Also, the majority of viewers (91.7%) stated that *The President* programs/episodes were presented professionally.
- Youth assessed the overall implementation of activities to be effective. The majority of youth (82.8%) stated that the program activities have been implemented as planned. Moreover, the majority of youth (93.3%) were satisfied with the support they received from the project team during the implementation of the trainings, workshops and trips, as well as the performance of the trainer and the entire project team. According to key experts and during the live broadcasts, the youth participants did not answer certain questions raised by the panel correctly. This might indicate that more trainings are needed to further improve the participants' knowledge and skills in different aspects, such as debate, political analysis and raising issues.
- All logistical arrangements regarding the broadcasting of episodes have been smoothly implemented. The media campaign covered local and international media institutions. The media coverage included 6 different TV and radio spots broadcasted over 1,000 times on Ma'an Network's satellite TV channel, 8 partner television stations, and 12 partner radio stations. Also, Ma'an Network displayed web banners on their website and Facebook social media pages, reaching 6 million readers and over 500,000 Facebook followers. Moreover, 40 episodes were broadcasted on Ma'an TV channel in 8 live shows as planned and around 250,000 SMS were sent to vote for the participants throughout the entire show. There have been delays in the episodes as a result of getting the judges and key experts to the location of the program: however, it did not affect the overall performance of the episodes.
- The technical arrangements for the TV episodes were very good and Ma'an technical staff has effectively delivered all the necessary support to youth participants during the live shows. Some



few Gaza youth participants were not satisfied with the voice of the videoconference they were connected through to the program. The majority of the program audience (95%) was satisfied with the work of the technical team who were responsible for the production and broadcasting of the final episode. A majority of the program audience (68%) interacted with the program using social media channels such as Facebook by liking, commenting, and sharing program content. Nevertheless, Ma'an network relied only on their own TV and website to promote the program locally and they could not connect with and promote for the program on other local media providers due to competition issues.

- The selection mechanism has been improved compared to the previous season. However, during this season, the program has selected around 3 participants of ages (such as ages of 15 and 56), which is not the target age identified by the program, and the selection committee apologized and eliminated them given that they participated in the auditions. Moreover, the vetting procedures have been lengthy and took long time. The delay in the vetting process led to drop-outs of around 50 youth candidates (most of them were females) who were already registered in the program.
- The panel members performed well during the program auditions and live shows. The judges played an effective role in raising questions to participants to encourage dialogue and debate among them. The judges professionally assess youth competencies by scoring them using specific criterion. The panel members are well-known personnel, including politicians, within Palestine, and active in the political, educational and cultural circles in their communities. At point, coordination was lacking among the panel members. Some members were late to the live show which led to the inability of the members to meet before the show to discuss and review certain issues related to youth performance.

#### **Program Impact:**

- The program has contributed to the creation of a new generation of Palestinian leaders by training of 607 qualified and competent youth to lead and play a significant role in the state in any future democratic election. The trainings, workshops, technical assistance and individual counseling provided youth with knowledge in Palestinian politics, civic, social and economic issues.
- All of the youth (100%) surveyed stated that the workshops provided to them were beneficial. Moreover, the program improved the employability for both employed and unemployed youth participants: 69.2% of employed youth participants stated that the program positively improved their performance at work and 75% of unemployed participants stated that the program has improved their employability.
- The majority of youth participants (70.8%) stated that the program has improved their abilities to undertake community and social initiatives. Youth initiatives, that were implemented during the program, were the most impactful actions that connected youth with local communities and abroad and enabled them to make decisions at the community level. The initiatives not only

directly impacted youth, but they also impacted local communities, as many of the initiatives targeted children with special needs and needy families.

- The program enabled youth participants to discuss national issues comprehensively, such as civic participation, democratic election, political, social and economic issues. It served as a platform from which youth can think, speak, discuss, debate, argue, and find solutions to different issues. Moreover, the program managed to mobilize youth, invoke their thinking and explore their aspirations and dreams about the Palestinian future. Notably, many organizations offered their support in the next season as a result of this successful program.
- The program has a positive impact on the audience at the political level; among others, the audience has increased knowledge and awareness of the economic development environment (95.9%), involvement of women in political life (94%) and involvement of people in political life (90%). Youth have an increase in knowledge in all political aspects in the end-line of the project compared to the baseline, particularly women involvement in political life, citizen's involvement in political life and the effect of Israeli occupation on the Palestinian economy.
- The program has a positive impact on the audience at the social level. Among other indicators, the audience demonstrated increased knowledge and awareness of participation of people in civic life (94%), participation of women in civic life (92%), awareness of human rights and public freedoms (92%), consecration of the values of religious tolerance (91.8%) and community leadership (96%). The end-line data showed an increase in most social aspects compared to the baseline, particularly human rights and public freedoms, community leadership, consecration of the values of religious tolerance and how to manage community organizations.
- The program has increased the viewers' knowledge and awareness at the social, women, civic and political levels. Among other indicators, the program has increased viewers' knowledge and awareness of women's right to work (91.8%), civic participation (91.8%) and women's freedom of expression, participation in decision making (90.2%) and youth issues (89.5%). Overall, viewers have increased knowledge and awareness in all political and social aspects in the end-line of the program compared to the baseline, including: involvement of people in political life (B 63.5% Vs. E 82%), Israeli occupation and its effect on the Palestinian economy (B 67% Vs. E 83.5%), civic Participation (B 66.6% Vs. E 91.8%), human and public rights (B 68% Vs. E 88%), consecration of the values of religious tolerance (B 66.3% Vs. E 86.5%), leadership (B 67% Vs. E 85.7%) and youth issues (B 71.4% Vs. E 89.5%).

#### **Baseline and End-line Comparison:**

- The overall increase of youth knowledge in civic and democratic processes as a result of the program is 1.1% (from 74.7% to 75.8%). They have increased knowledge in civic processes by 3.9% (from 89.2% to 93.1%) and their increase in knowledge in democratic processes remained constant (68%) before and after the program. The reason for no change in democratic processes is that some of the democratic indicators were either not covered at all, partially covered or not clearly covered in the program. Nevertheless, youth have increased knowledge of the Palestinian legislative law and election mechanism, Palestinian local law and election

mechanism (municipalities), Palestinian law in regards to the share of seats of women in the Palestinian Legislative Council, development of leadership skills for youth, leading of groups, negotiations and many other aspects of democratic processes.

## 3.0 Approach and Methodology

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The following is the approach and the methodology that Alpha used for conducting the evaluation study:

### 1. Preparatory meeting

An initial meeting was held with SFCG staff to learn more about the project objectives and activities, discuss the implementation plan and confirm the methodology. The main target groups for the evaluation were also reviewed to ensure representation of all beneficiary groups, while taking into account geographic locations and activity types.

### 2. Desk/Document review

Alpha conducted a desk review of project documents, including quarterly progress reports and any other related documents, to assess the overall situation, evaluate the overall objectives and activities, and examine whether the objectives have been achieved. In addition, during the final evaluation, Alpha team reviewed the media produced and broadcasted during the project implementation.

One of the main aims of the desk review was to identify the following evaluation indicators:

- The number of community activities completed
- The number of episodes produced and broadcasted
- The number of service announcements completed
- The number of SMS voting participants recorded

Alpha team used the document review to develop the data collection tools.

### 3. Baseline study

Alpha conducted two baseline studies, during the initial project preparation (pre-implementation) phase, targeting:

1. Viewer survey, conducted in the West Bank (including east Jerusalem) and the Gaza Strip. The survey asked 1,010 households about the show and the themes promoted through this show.
2. Youth participant survey, conducted with 120 youth participants. The survey collected baseline information on participant knowledge about the themes to be promoted through the show.

### 4. Monitoring *The President*

During the show, Alpha team attended the following 6 activities:

- Selection process (25 participants out of 50)
- Workshops and mentorships in Jericho Resort Hotel

- 4 live episodes (including the final episode)

In all of these activities, Alpha team observed and documented staff performance. The team also conducted interviews with experts, 6 participants and 40 audience members to measure their impression and perception towards the show.

## **5. Conducting the Final Evaluation**

After the activities were completed and the final episode was broadcasted, Alpha team conducted the last stage of the assignment - the final evaluation. At this stage, Alpha team collected information from the following targeted stakeholders:

*End-Line Surveys:* Alpha team conducted the end-line surveys with citizens and participants and compared the results with the baseline survey results:

- Viewer survey, conducted with 1,015 citizens from the West Bank and the Gaza Strip, in which they were asked about the program and their satisfaction with the program.
- Participant survey, conducted with 25 participants about their knowledge of the themes promoted during the program activities.

*Interviews:* Alpha team conducted the following interviews with:

- 4 key informants from the government, private sector and NGOs.
- 3 SFCG staff members on project implementation, lessons learned and challenges faced.
- 3 Ma'an staff members on project implementation, lessons learned and challenges faced.

The list of interviewees is presented in Annex (2).

# 4.0 Findings

## I. Program Relevancy

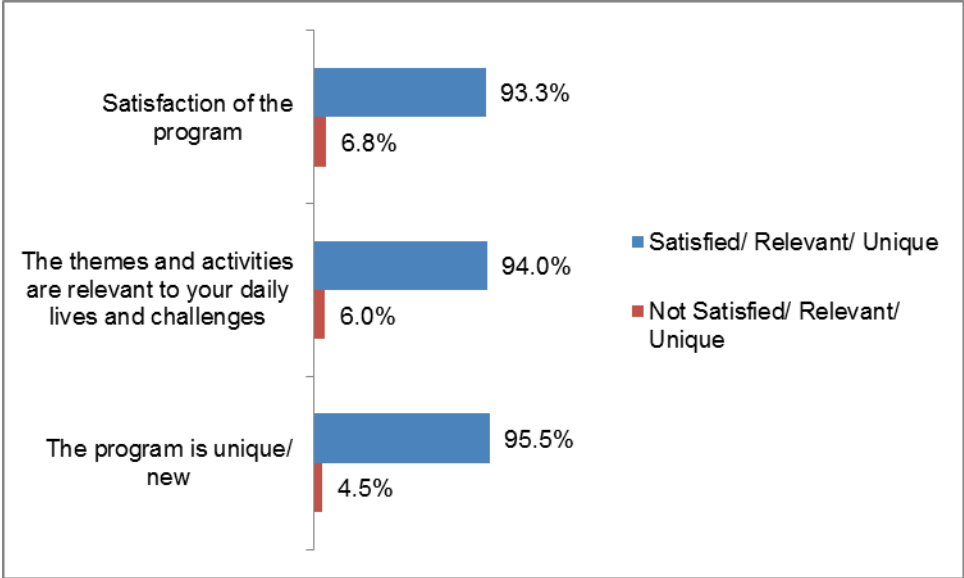
### Uniqueness of the Program:

According to key informants, *The President* is a distinctive Palestinian initiative that has never been done before in Palestine. It is a new and unique TV show that targets an important segment of the Palestinian community. The theme of the show is highly important and relevant to the Palestinian society. The activities associated with *The President* covered many challenging topics relevant to youth, because they are drawn from the real lives of Palestinians and the current political, economic and social circumstances.

**“The program is very relevant because it contributes in the creation of future leadership, it creates leaders.” – Expert (Ministry of Women’s Affairs)**

*The President* was watched and/or listened widely by Palestinian youth: up to **900** youth pre-registered in the program and 1.2 million watched and listened to it. The show was described as highly satisfying, relevant and unique by viewers surveyed: **94%** described the show themes and activities as relevant to their daily lives. The following figure illustrates viewer’s responses on program relevancy:

**Figure 1: The program relevancy and uniqueness according to viewers**



Of the 900 people who pre-registered for the competition, **607 (506 men and 102 women)** participated in the selection process. The selection stage activities (trainings, workshops, technical assistance, individual coaching, guidance, mentoring, reading materials, etc.) were relevant to their needs and

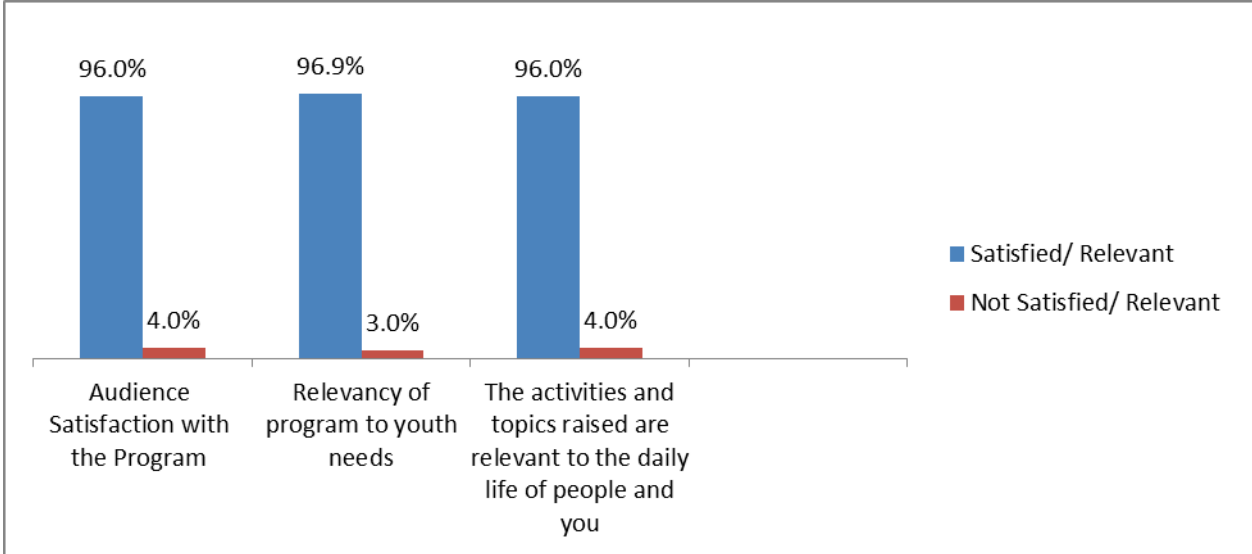
helped them compete for *The President*, according to key informants, youth participants and local partners interviewed.

**“The trainings provided were relevant to us as it improved our knowledge and personal characteristics.” – Participant**

The audience was very satisfied with *The President*. More than 95% of viewers believe that the program is relevant to youth needs and the activities and topics raised during the program were relevant to their own daily lives and to those of others.

The following figure illustrates the audience responses on program relevancy.

**Figure 2: Audience responses on program relevancy**



All the activities built the participants’ skills and knowledge of political, civic, social and economic aspects of Palestine. Topics relevant to the Palestinian people and government included democratic, political, education, gender, social, health and resource allocation.

The relevancy of the project to the political, social, civic and economic needs of youth was also demonstrated by its inclusion of youth from various backgrounds and experiences (e.g., public sector employees, university students, community members and political activists). Youth had a chance to criticize and suggest improvements for government policies. Also, youth were able to experience being mayors in local councils and municipalities, ambassadors to foreign countries and government ministers.

**“The program is relevant because it gave youth a big space to express their ideas.” - Participant**

### **Creation of Youth Leadership:**

The show's competitive process fostered future youth leadership by building the knowledge and skills of young Palestinians. This is particularly significant given the lack of youth leadership opportunities.

**"It is the first program that builds the personalities of youth and increases their awareness on how to lead the state." - Participant**

Many candidates received multi-day trainings and held high supervisory levels at different ministries where they practiced different roles and responsibilities at these ministries. Also, youth took on the role of mayors in local councils and ambassadors in foreign countries. These activities gave the candidates the experience of making national-level decisions. Also, the program provided the opportunity and encouraged Palestinian Authority officials to involve youth participants in political life and deliver them the state leadership in the future.

**"The current local, regional and international situation is indeed lacking leadership." – Key expert (Ministry of Women's Affairs)**

### **Alignment with National Priorities:**

The program is aligned with national strategies and priorities for numerous ministries. Empowering youth and increasing their role in decision-making is one of the priorities at the national level. According to MoWA, the program helped to enlighten educated youth about different Palestinian issues, including political, civic, social and economic issues. The program focused on important issues relevant to youth, such as employment, women/gender, democracy, the Israeli occupation, education, health and many others. These topics contributed to increasing the knowledge of the participants, and therefore helped to foster a more educated community. Moreover, the program involved youth - which comprises the largest portion of the Palestinian population - in decision-making processes at local, national, and international levels.

**"Our national priority is that our youth, which constitutes the largest segment in Palestine, move in the right direction and are aware of our national interests." – Key expert (Ministry of Women's Affairs)**

### **Female Participation:**

The program involved around 102 female participants out of 607 who were selected in the program. However, the numbers of female participants was low compared to males. This disparity was due to travelling difficulties for women, including cultural sensitivities and fear of movement due to Israeli checkpoints. In addition, a delay in the vetting process led to the withdrawal of around 50 youth candidates (most of them females) who were already registered in the program. The program involved female participants in decision-making at all levels which is highly encouraged by the relevant ministries and many local and international organizations. For example, the program encouraged the MoWA to undertake creative initiatives that focus on women such as the creation of a capacity development



program targeting local women from the community in order to build their capacities and increase their competencies to provide women leaders the ability to lead in the Palestinian community. Also, the program has served as a public platform that is accessible by large numbers of audiences at which many women issues were raised such as gender based violence, civil rights, etc., therefore raising awareness of the public about women issues. The MoWA is satisfied with the degree to which gender issues were raised during the program; however, more focus was devoted to political, democratic election, leadership and social issues.

**II. Program Effectiveness**

The program indicators were positively achieved. The following table illustrates each indicator and its achievement:

**Table 1: List of the program indicators and its achievements**

List of Indicators	Achievements
1. % of target citizens who show positive change in level of political knowledge, civic skills, and democratic values	Overall, youth have a 2.6% increase (from 76.6% to 79.2%) in knowledge of civic and democratic processes at the end of the program. They have increased knowledge of civic processes by 3.9% (from 89.2% to 93.1%) and of democratic processes by 1.8% (from 68.3% to 70.1%). Particularly, 100% of youth stated that all citizens should be equal in law regardless of their gender and economic level, 94.7% of youth stated that all citizens should be equal in law regardless of their religion, 97.3% of youth stated that my siblings and I should all have the same right to vote in elections, 86% of youth stated that the most effective way to resolve a dispute over the ownership of the land is resorting to the law, 82.6% of youth have knowledge of the Palestinian legislative law and election mechanism, 81.3% of youth have knowledge of the Palestinian local law and election mechanism (municipalities), 80% of youth have knowledge regarding the Palestinian law in regards to the share of seats of women in the Palestinian Legislative Council, 96% of youth stated that believe of the importance of discourse in the development of leadership skills for them, 45.8% of youth stated that democracy automatically grant citizens unlimited freedoms of expression.
2. % of viewers who believe that the themes and activities of The President are relevant to their daily lives and challenges:	94% of viewers believe that the themes and activities of The President are relevant to their daily lives and challenges.

3. % of viewers who increase knowledge of political and social issues identified in the show	91.8% of viewers have increased knowledge of women’s right to work, 90.2% have increased knowledge in self-expression and participation by women in decision making, 89.5% have increased knowledge in youth issues, 88.0% have increased knowledge in human and public rights, 71.5% have increased knowledge in women in politics, 48.9% have increased knowledge in Internal Palestinian political divisions.
4. # of community activities completed	<p>A total of 59 community activities have been implemented as follows:</p> <ul style="list-style-type: none"> <li>○ 16 community activities focused on women’s issues in 4 different regions conducted by Palestinian youth</li> <li>○ 12 youth outreach and community service campaigns conducted by Palestinian youth</li> <li>○ 10 municipal public town hall meetings with local leaders facilitated by Palestinian youth.</li> <li>○ 8 youth candidates took control of a major Palestinian private companies for one week</li> <li>○ 6 Palestinian youth worked in a different Palestinian Authority Ministries for a week</li> <li>○ 4 Palestinian youth participated in roles as Ambassadors in a foreign country</li> <li>○ 3 youth candidates launched a full-scale presidential campaign in the Palestinian territory, including publicity for each candidate, community outreach, and public debates</li> </ul> <p>In addition, 13 community initiatives have been conducted by many youth participants in the North and South of the West Bank and Gaza. (More details about the initiatives are described in annex (3))</p>
5. # of episodes produced and broadcasted	36 episodes were broadcasted on Ma’an TV channel in 9 live shows
6. # of service announcements completed	26 different radio or TV public service announcements were broadcast and focused on civic engagement and government accountability. Over the course of the project, they were aired 4,000 times
7. # of SMS voting participants recorded	Around 250,000 SMS votes were cast for the participants throughout the broadcast of the episodes

**Communication, Coordination and Activities Implementation:**

The program activities were implemented effectively and as planned despite the delay caused by the vetting process. The program activities were well-communicated and coordinated with relevant

stakeholders who were aware of their role during the program. Follow-up, coordination and arrangements of different activities between the ministries, Ma'an network, SFCG and the donor was regular and effective. For example, Palestinian ministries hosted youth candidates for on-job-training for a couple of days at which youth effectively took their responsibilities and roles at the ministry. According to Ma'an, SFCG was professional in its work, easy to work with, quick to respond to questions and very supportive throughout the implementation of the program. Moreover, SFCG staff were highly committed to the work plan and conducted more activities than required. There were a number of logistical issues that were not coordinated properly throughout the program. For instance, the training halls were small and the program team faced difficulties finding larger halls. Also, the calendar of activities was not clear to the youth, such as the timing of workshops and trainings, etc.

**“The project team was excellent and supportive in facilitating the tasks.” – Participant**

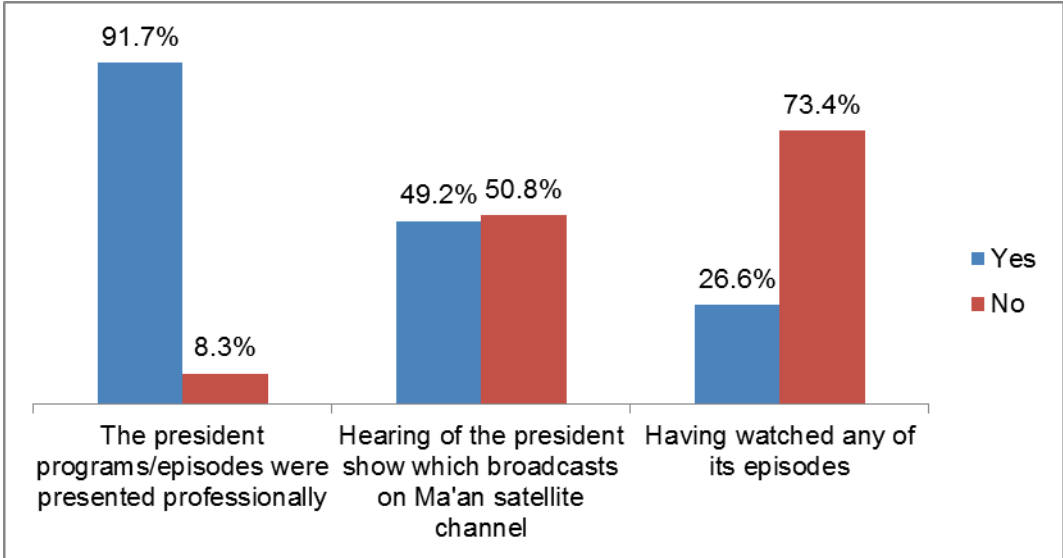
A total of **59** community activities and **13** community initiatives were implemented during the program. These community activities and initiatives have effectively equipped youth with the skills and knowledge that is necessary to compete for *The President*. These activities/initiatives enabled youth participants to lead high supervisory positions locally and internationally, interact and discuss with community members, take initiatives and decisions, have an input on national plans and structure, review of existing policies, debate hot issues and topics and find smart solutions to issues. The initiatives/ activities included the following:

- Municipal community dialogues
- Raising public awareness of Palestinian business
- Generating understanding of national leadership
- Representing the Palestinian Authority abroad
- Facilitating and conducting focus groups dialogue during live shows
- Complete broadcast of **36** episodes

#### **Scope and Assessment of the Program Activities:**

The program reached 1.2M citizens either through television or radio, which reflects the effectiveness of the program's media campaign. Also, **26** different radios or TV public service announcements were broadcast which focused on civic engagement and government accountability. Around **3.8** million people followed *The President* episodes through Facebook, the radio, and Ma'an TV, as reported by Ma'an team. Notably, 49.2% of citizens surveyed heard about *The President*, of which 26.6% had watched it; this means that 226 thousands households (out of 850 thousands households) watched it with average households number equal to 4 members, thus total viewers were around 1M and 160 thousands listeners. Moreover, of the 49.2% citizens surveyed, 24.1% of them watched the final episode which represents around 499 thousands individuals (around 101 thousands Palestinian households). Also, 91.7% of viewers (citizens who watched the show) stated that *The President* programme/ episodes were presented professionally.

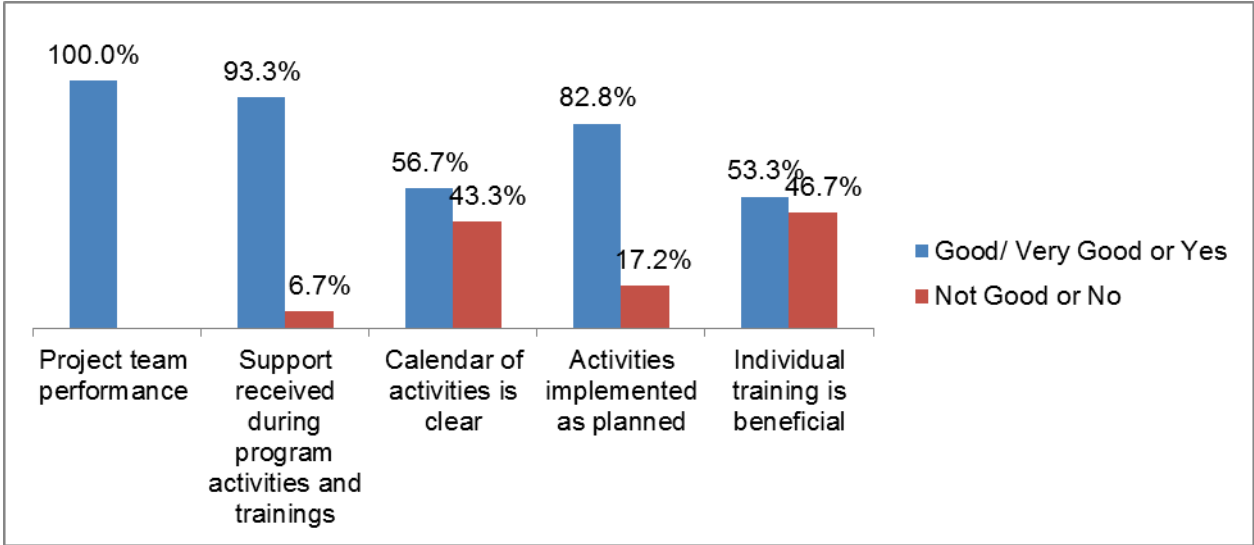
**Figure 3: Viewer responses on quality of show and consumption (listening or watching)**



Youth reported that the overall implementation of activities was effective. The majority of youth surveyed (82.8%) stated that the program activities were implemented as planned. Also, the majority of youth (93.3%) were satisfied with the support they received from the project team during the implementation of trainings, workshops and trips, as well as the performance of the trainer and the entire project team. Notably, the schedule of activities was not totally clear for many youth participants such as the timing of workshops and trainings. Also, according to a few key experts and during the live broadcasts, youth participants did not answer certain questions raised by the panel in the correct and professional manner; thus, this might indicate that more trainings are needed to further improve their knowledge and skills of the participants in different aspects such as debate policy, political analysis and discussion and raising issues. Additionally, the short time frame of the program couples with other school and work commitments affected the participants' performance.

The following figure illustrates youth assessment of certain aspects of the show.

**Figure 4: Youth assessment of certain aspects of the show**



The focus on selected topics was high in the program, especially on women issues where there was a lot of interest in gender topics as well as religious diversity. The program was designed where topics were covered on a weekly basis in which activities were implemented and then the broadcasting of the week’s episode was conducted. The activities conducted were directly related to the theme of the week and the episodes.

**Technical Arrangements and TV Episodes:**

All logistical arrangements regarding the broadcasting of episodes have been smoothly implemented by Ma’an network. The media campaign has covered local and international media institutions through the coordinated efforts made by the SFCG and Ma’an network. The media coverage included **6** different TV and radio spots broadcasted over 1,000 times on Ma’an Network’s satellite TV channel, **8** partner television stations, and **12** partner radio stations. Half of these spots specifically targeted potential female participants, in order to increase their representation in the program. Also, Ma’an Network displayed web banners on their website and Facebook social media pages, reaching 6 million readers and over 500,000 Facebook followers. Finally, **36** episodes were broadcasted on Ma’an TV channel in 9 live shows as planned and after each episode the viewers were encouraged to vote via SMS. Around **250,000** SMS votes were cast for the participants throughout the broadcast of the episodes. According to Ma’an, there were delays in the episodes as a result of logistical issues with judges related to transporting them to the program location, but this did not affect the overall performance of the episodes. Also, some argued that the delay of ten minutes in broadcasting the episodes was due to Ma’an commercial advertisings which could have affected the credibility and viewership of the episodes.

Furthermore, the quality and performance of the program was very good. The technical arrangements for the TV episodes and Ma’an technical staff effectively delivered all the necessary requirements and support to youth participants during the preparation of the live shows and episodes. According to the program audience, more than 95% were satisfied with the work of the technical team who were

responsible for the production and broadcasting of the final episode. Moreover, 68% of audience interacted on the program using mostly social media channels through likes, comments and shares. Nevertheless, Ma'an network relied only on their own TV and website to promote the program locally and they could not connect with and promote the program on other local media providers due to competition issues. Some few Gaza youth participants who were connected to the program via the videoconference system stated that the voice was not clear and sometimes they could not hear the questions raised by the panel judges to them and this issue was not solved by Ma'an technical team.

**Influence of the Program at the National Level:**

*“Although the program has had a positive influence on youth, audience and viewers, the extent to which the program may influence the national decision-making level is not clear”* said an expert. The various topics and issues raised by youth during the program need to be heard by decision-makers in order to make the program more effective in making positive changes at the national level. For example, youth made inputs and provided feedback on the existing national plans as part of their training in the program. However, it is not clear if some or all of their concerns and ideas will be taken into consideration by the officials and/or decision-makers. By incorporating youth inputs, they will have a pride in their role in the program through contributing in making changes at the national level.

**Selection Mechanism and the Vetting Procedures:**

The selection mechanism improved from the first season to the second season of the program. In this season, youth participants had to showcase their knowledge in certain topics such as history, politics and others, and provide their professional and educational qualifications in order to be accepted into the program. The vetting procedures were lengthy, as it required each youth candidate to get security clearance from the donor agency in order to be accepted in the program. This delay in vetting, which took 2-3 months, led to the withdrawal of around 50 youth candidates (most of them females) who were already registered in the program. This negatively affected the overall program image.

**Performance of the panel of judges:**

According to key informants and youth interviewed, the panel performed well during the program auditions and live shows. The judges played an effective role in raising questions to participants to encourage dialogue and debate among the participants. The judges professionally assessed youth competencies by scoring them using specific criterion. The program constituted of five different panels of judges located in five governorates; their members are well-known personnel and active at the political, educational and cultural levels in their communities. The panel of judges consisted of well-known caliber politicians and educated personnel. The program team could only recruit three members instead of four as was envisioned due to their inability to find more qualified members. This is in addition to the issue of sending their names for vetting and the inability to replace any member of the panel in case of withdrawal. Moreover, there was a lack of coordination among the panel members when some of them came late to the live show leading to the inability of the members to meet before the show to allow some time to discuss and review certain issues related to youth performance.

To conclude, the program goals were achieved despite some of the challenges and difficulties throughout the program. All in all, the program activities were implemented as planned. The participants were highly active in their communities and successfully engaged community members through initiatives undertaken by the program. Youth were empowered and community members were active. The program equipped youth with certain skills and knowledge on different topics on politics, democratic elections, social, gender and economic issues.

### **III. Program Impact**

In general, the program is a new and unique TV program in Palestine. It succeeded in attracting a large audience from the Palestinian community. Around **3.8** million people were following *The President* episodes through Facebook, radios and Ma'an TV, as reported by Ma'an team. The program had a significant impact on Palestinian youth; it enabled the creation of a new generation of Palestinian leaders by developing their skills and knowledge in various topics and issues important to the general public. The trainings, workshops, technical assistance and individual counseling have equipped youth in acquiring these skills and knowledge. As a result, youth participants have increased knowledge in politics, civic, social and economic issues concerning the Palestinians. Moreover, the skills and knowledge acquired produced a qualified and competent youth who will take lead and play a significant role in the state at any future democratic election given that not all democratically elected officials are qualified and competent at present.

#### **Impact on Youth:**

The impact on youth has been positive. All of interviewed youth (100%) said the workshops and trainings were beneficial in improving their skills and knowledge in politics, civic, democratic, social and economic aspects. Notably, youth participants experienced an increase in employability (for both employed and unemployed participants): 69.2% of employed participants said their work performance had positively increased as a result and 75% of unemployed participants said their employability had increased. In addition, 70.8% of participants said the show had improved their ability to start community and social initiatives.

Youth initiatives were one of the most important activities action that connected them with local communities and abroad. Youth have implemented **13** creative community initiatives which include (see more details of the initiatives in annex 3):

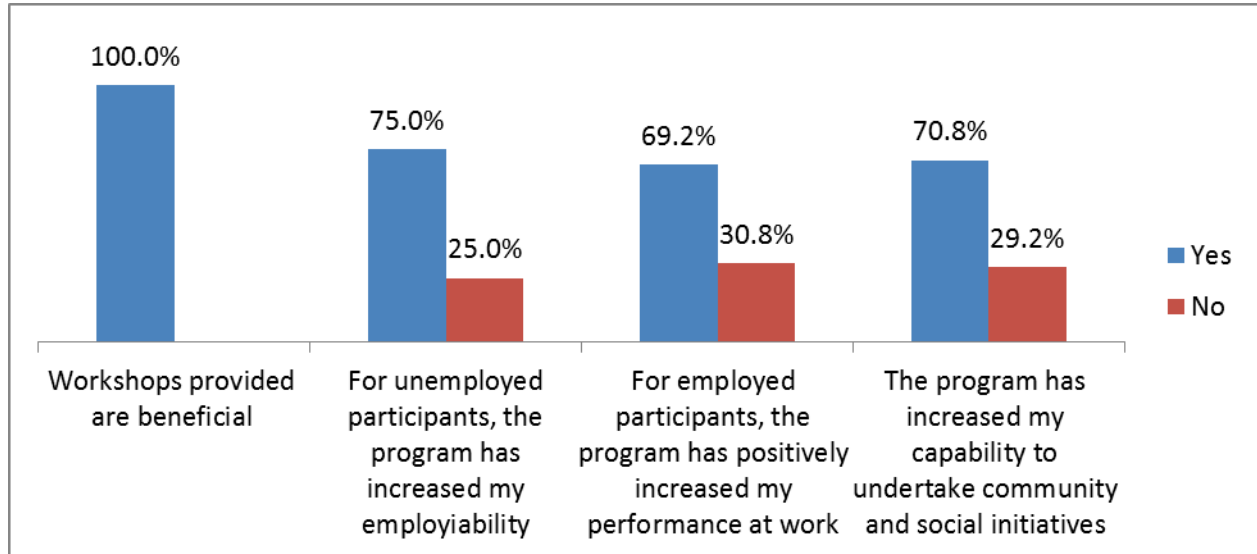
- A creative trip to Jordan and the United Arab Emirates, during which the participant developed 8 creative suggestions for these countries.
- A job-creation initiative targeting unemployed engineers, in cooperation with the engineering union.
- The formation of a marginalized youth group in Gaza that support local residents in resolving their problems.
- A Ramadan initiative in Shu'fat camp, where participants walked in depopulated villages in the 48 communities and conducting legal awareness training.

- The provision of free lessons for children with special needs and learning difficulties.
- The distribution of dates and water for fasting people on the road during Ramadan. Also, support of needy and marginalized families.
- The planting of herbs unavailable in Gaza, so that pharmacy students could learn about them and help them in the preview. This initiative was implemented with the College of Agriculture and Pharmacy.
- Training for women on political participation with a local women’s NGO.
- Solving of the refugee camps citizens problems and issues and dealing with outlaws.
- The formation of a youth group to visit children with cancer.
- The collection of donations for needy families.
- An economic empowerment initiative to support women in small businesses start-ups.

Significantly, these initiatives not only positively and directly impact the youth themselves, but also impact the local communities. The initiatives targeted major segments of the population, including children and women and particularly vulnerable groups, such as children with special needs and needy families.

The following figure illustrates the impact of the program on youth participants according to youth themselves.

**Figure 5: Youth response on the impact of the program on them**



The impact on youth varies based on their ambitions and willingness to change. Sustainability of impact depends primarily on youth themselves and their ability to make changes in their communities. Direct and indirect impact on youth is obvious: some youth have increased knowledge and self-reliance, some have received employment opportunities and others are now more networked and connected with people and institutions. Moreover, the program led some youth participants to undertake initiatives on their own that made them well-known at the community level and national level. Also, youth have



increased knowledge and skills in democratic processes and elections, as a result of their involvement in on-job-training with local councils and municipalities. As a consequence, some of the youth will nominate themselves for the next municipal elections to represent their communities.

**“The program taught us how to be leaders.” – Participant**

*The President* also created a sense of competition among the youth and motivated them to participate in future programs. The program enabled them to express themselves about national issues and served as a platform for youth to think, speak, discuss, debate, argue, and find solutions to different issues. Moreover, the program managed to mobilize youth to think critically and explore their aspirations and dreams about the Palestinian future.

As a result of the success of *The President*, many organizations have shown interest in supporting and undertaking initiatives in the next season.

**“The program improved our skills and knowledge in politics and leadership.” – Participant**

**Political, Civic and Social Impact:**

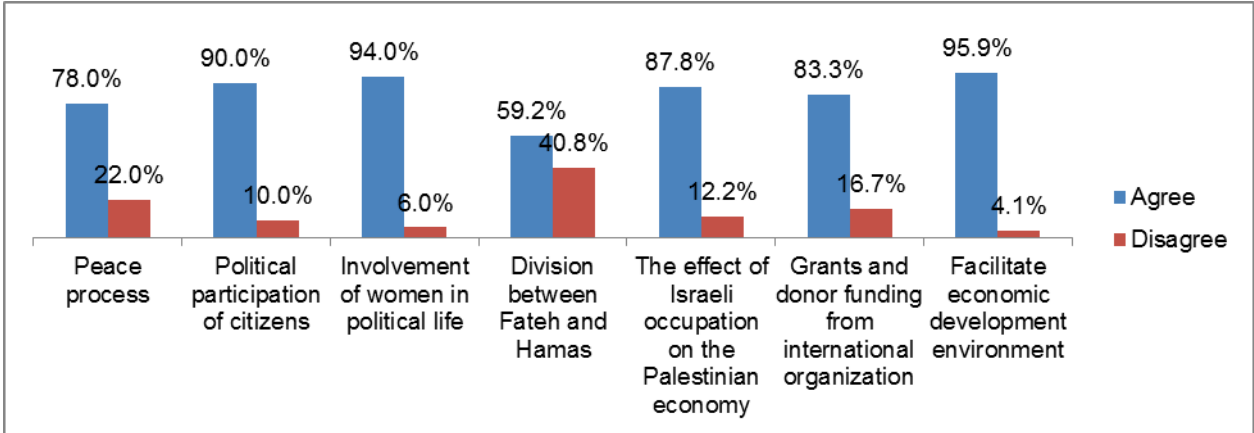
According to the audience, the program has had positive impact. Notably, 95.9% of the audience stated that the program increased their knowledge and awareness of the economic development environment, 94% said they knew more about the involvement of women in political life, and 90% said they were more knowledgeable of involvement of people in political life.

The program has also increased audience knowledge of other political aspects, including:

- The effect of Israeli occupation on the Palestinian economy (87.8%)
- Grants and donor funding from international organization (83.3%)
- The peace process (78%)
- The division between Fatah and Hamas (59.2%)

The following figure illustrates the political impact of the program according to the audience.

**Figure 6 : Level of knowledge on the political impact of the program according to the audience**

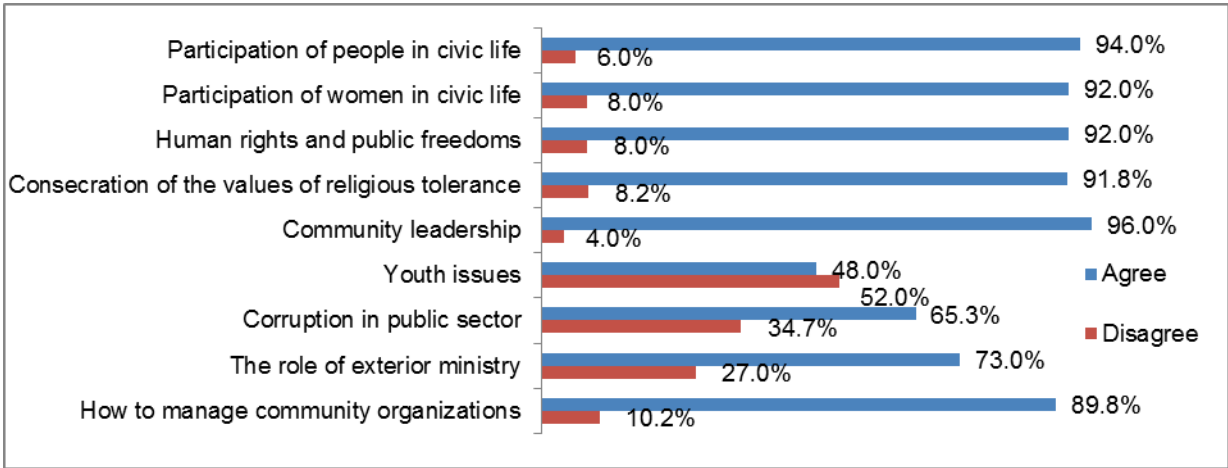


Moreover, the program has increased audience knowledge and awareness of different social issues, including:

- Community leadership (96%)
- Participation of people in civic life (94%)
- Participation of women in civic life (92%)
- Human rights and public freedoms (92%)
- Consecration of the values of religious tolerance (91.8%)
- How to manage community organizations (89%)
- The role of the ministry of foreign affairs (73%)
- Corruption in public sector (65.3%)
- Youth issues (48%)

The following figure illustrates the social impact of the program according to the audience.

**Figure 8: Social impact of the program according to the audience**



The political mentorship increased the participants’ knowledge of basic political processes and issues concerning Palestine. Yet, some of the interviewees stated that the training in politics should be more intensified by increasing the number of meetings with politicians, so that the youth could develop their political, diplomatic, advocacy and speaking skills.

According to the respondents of the citizens’ survey (viewers), the program has increased their knowledge and awareness at the social, women, civic and political levels. Among other indicators, the program has significantly increased viewers’ knowledge and awareness of women’s right to work (91.8%), civic participation (91.8%) and women’s freedom of expression and participation in decision making (90.2%). The following table presents viewers’ responses to increased knowledge and awareness of the following topics:

**Table 2: Increased knowledge and awareness of the program viewers (citizens’ survey)**

<b>Topics in which viewers agreed that the show increased their knowledge</b>	<b>% of viewers</b>
Women’s right to work	<b>91.8%</b>
Civic participation	<b>91.8%</b>
Self-expression and participation by women in decision making	<b>90.2%</b>
Youth issues	<b>89.5%</b>
Human and public rights	<b>88.0%</b>
Women’s civic participation	<b>87.2%</b>
Consecration of the values of religious tolerance	86.5%
Leadership	85.7%
Involvement of women in political life	84.3%
Israeli occupation and its effect on the Palestinian economy	83.5%
Political participation of citizens	<b>82.0%</b>
How community organizations are managed	81.1%
Peace process	<b>77.4%</b>
Women involvement in politics	<b>71.5%</b>
Donor/international organization money	69.9%
Role of the Ministry of Foreign Affairs	69.9%
Corruption in public sector	67.4%
Internal Palestinian political divisions	<b>48.9%</b>

Although the number of gender topics was few in the program, however gender issues raised were well-presented in the program. As a result, youth increased their knowledge of gender issues, such as women’s right to work and fill leadership positions. This was achieved by exposing them to various topics relating to gender during the program. Also, youth benefited from their frequent visits to women’s organizations, which made them aware of the meaning of gender and other issues, such as allocation of roles in the community, laws and community issues that are important at the national level and the Arab world. However, the number of female youth participating in the program was limited, due to the delay in the vetting process and cultural sensitivities.

## 5.0 Baseline and End-Line for Youth (Participants)

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When compared with the baseline, there was a 2.6% increase (from 76.6% to 79.2%) in youth knowledge of civic and democratic processes at the end of the program. Youth increased their knowledge of civic processes by 3.9% (from 89.2% to 93.1%) and of democratic processes by 1.8% (from 68.3% to 70.1%).

In general, youth have increased knowledge of the Palestinian legislative law and election mechanism, Palestinian local law and election mechanism (municipalities), Palestinian law in regards to the share of seats of women in the Palestinian Legislative Council, development of leadership skills for youth, leading of groups, negotiations and many others regarding the democratic processes.

Some democratic indicators declined in the end-line of the program compared to the baseline program as shown in table 2. This decline can be explained by participants' overestimation of their knowledge in democratic questions/indicators in the baseline of the program. However, at the end-line of the program, participants estimated their knowledge in these democratic questions/indicators more precisely; which justify the decline in the knowledge of these democratic questions/indicators after the program intervention. The following democratic questions/indicators that youth have decreased knowledge in the end-line compared to the baseline of the program:

- ✓ Youth ability to articulate a speech based on proof that attracts the audience (B 84.7% Vs. E 79.1%)
- ✓ Youth ability to use specific vocabulary to articulate a speech that attracts the audience (B 87.5% Vs. E 80%)
- ✓ Youth ability to speak to a group of people without previous preparation and without reading off of written notes (B 85.3% Vs. E 82.6%)
- ✓ People with physical disabilities are not entitled to occupy senior government positions (B 78.6% Vs. E 70.6%)

The following table illustrates youth responses for the baseline and end-line on civic and democratic processes questions:

**Table 3: Scores of Youth Participant Survey in regards to Civic and Democratic Processes - Baseline vs. End-line**

<b>Civic processes</b>	<b>Baseline</b>	<b>End-line</b>
All citizens should be equal before the law regardless of their gender	96.0	<b>100.0</b>
All citizens should be equal before the law regardless of their economic level	90.7	<b>100.0</b>
All citizens should be equal before the law regardless of their religion	90.6	94.7
My siblings and I should all have the same right to higher education	92.0	96.0
My siblings and I should all have the same right to choosing a life partner	88.0	89.3
My siblings and I should all have the same right to travel	80.0	88.0
My siblings and I should all have the same to vote in elections	94.7	<b>97.3</b>
My siblings and I should all have the same to run for elections	92.0	94.7
I participate in volunteer work (cleaning the streets, picking of olives...etc.)	97.9	98.7
I would participate in a debate if it happened in my presence	78.0	80.0
The most effective way to resolve a dispute over the ownership of the land is Resorting to the law	82.0	<b>86.0</b>
<b>Total Score of Civic processes</b>	<b>89.2</b>	<b>93.1</b>
<b>Democratic processes</b>		
My level of knowledge of the Palestinian law and the presidency election mechanism	80.5	80.5
My level of knowledge of the Palestinian legislative law and election mechanism	73.3	<b>82.6</b>
My level of knowledge of the Palestinian local law and election mechanism (municipalities)	79.1	<b>81.3</b>
My level of knowledge regarding the Palestinian law in regards to the share of seats of women in the Palestinian Legislative Council	77.3	<b>80.0</b>
My ability to articulate a speech based on proof that attracts the audience	84.7	79.1
My ability to use specific vocabulary to articulate a speech that attracts the audience	87.5	80.0
The level of importance of discourse in the development of leadership skills for youth	94.7	96.0
My capability of speaking to a group of people without previous preparation and without reading off of written notes	85.3	82.6
I have the requirements needed to lead a group of people	80.5	86.7
When negotiations occur regarding a specific topic, from your point of view, the results should be win or lose and not a tie	59.9	64.0
When negotiations occur regarding a specific topic, from your point of view, the negotiation should end in a result you are 100% satisfied with or it is considered as a failure to you	58.6	59.9
Good negotiators are those that insist on their position and pressure into	38.6	49.3

receiving their demands without hesitation		
The voice of the majority alone is enough to achieve democracy	50.7	54.6
In a democratic system, the voice of the majority is more important than common sense and morality	41.3	45.3
People with physical disabilities are not entitled to occupy senior government positions	78.6	70.6
Democracy automatically grant citizens unlimited freedoms of expression	42.6	<b>45.8</b>
In democratic societies, military control is necessary to monitor what is published in the media	50.6	50.7
<b>Total average Score of Democratic processes</b>	<b>68.3</b>	<b>70.1</b>
<b>Total Score</b>	<b>76.6</b>	<b>79.2</b>

## 6.0 Lessons Learned

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- It is encouraged that youth inputs and feedback made on the existing national plans will be taken into consideration by decision-makers. This matter has not been clear to youth at the start of the program.
- The program did not focus on gender issues as much as political, democratic election, leadership and social issues. Moreover, the MoWA was not consulted about the gender topics to be raised in the program to give advice on what gender/ women topics and issues are of most interest to the public.
- Some logistical arrangements were not well-coordinated during the implementation. For instance, the training halls were small, and the program team had a hard time finding larger halls that were not reserved. Moreover, the youth reported that the schedule of activities was not clear to them (e.g., timing of workshops and trainings).
- The program could not afford to provide transportation for youth participants. Since many of them, particularly females, faced travelling difficulties as a result of movement restrictions imposed by Israeli checkpoints, this caused many to drop out of the program.
- At the ministerial level, there was a lack of greater public initiatives that could have larger impact on youth and community, since the initiatives implemented were limited in their effect on the general public and the support provided by the ministries for this end were not sufficient.
- The selection mechanism of youth candidates needs to be improved by refining the selection criteria. One of the selection issues raised was that the age group of youth where the program mistakenly selected few youth aged 15 and 56 and the committee members apologized and eliminated them given that they participated in the auditions.
- The vetting process was lengthy: it took a long time for each youth candidate to get security clearance in order to be accepted in the program. There was a 2- to 3-month delay due to vetting, which led to 50 (mostly female) registered candidates dropping out.
- Some key informants said that because the program did not set up a comprehensive media plan (beyond TV ads) at the start of the program, there was a missed opportunity to reach a larger number of youth and viewers.

## 7.0 Recommendations

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- Improve and expand the voting method beyond SMS voting by including social media channels such as Facebook. In addition to decreasing the cost of SMS votes and makes it more affordable to the public.
- Ensure that candidate inputs to the national plans be reviewed and taken into consideration by the decision-makers, so the youth see the impact of their work and to sustain this impact.
- Provide youth with more training on debate policy, political analysis and discussion and raising issues, because the candidates did not perform well in answering certain questions raised by the panel.
- Provide transportation to youth participants (with funding from the implementing partner and donor), at least in the middle phase of the program, when the candidate numbers are reduced as part of the competition and their transportation costs would be more manageable.
- Focus more on sound and effective public initiatives that can have larger impact on youth and the community, since the initiatives undertaken and the support provided by the involved ministries were limited.
- Focus more on gender issues, since the topics raised were focused more on the political, democratic election, leadership and social issues.
- Consult with relevant ministries and key experts during the program preparations on what topics are of most interest to the public.
- Improve the selection mechanism of youth candidates by setting up clear selection criteria at which youth can be selected more effectively.
- Improve and expedite the vetting process to avoid delays and/or changes in the planned schedule.
- Develop a comprehensive media plan for the next season that targets primarily youth institutions (in addition to media channels) such as local universities, by conducting awareness workshops to youth about their role at the social, political, civic and economic levels. This will increase the coverage of the program to wider segment of youth and therefore more youth participants will join the program.
- If possible, expand *The President* by including, in addition to local Palestinian youth, youth in Diaspora, Jerusalem and refugee camps.



# Annex 1: Program Activities

**Program Activities:**

Program Activities Implemented	Description of Activities
Recruitment Campaign	<p>SFCG and Ma'an Network conducted the recruitment process to maximize the number of participants and viewers for <i>The President</i>. This activity included a full-scale media campaign calling for Palestinian youth to showcase their innovative ideas and leadership abilities in a televised mock presidential campaign. The media coverage included 6 different TV and radio spots broadcast over 1,000 times on Ma'an Network's satellite TV channel, 8 partner television stations, and 12 partner radio stations. Half of these spots specifically targeted potential female participants, in order to increase the representation of female candidates in the program. The campaign reached approximately 1.2 million Palestinian viewers and listeners. Additionally, Ma'an Network displayed web banners on their website and Facebook social media pages, reaching 6 million readers and over 500,000 Facebook followers.</p>
Municipal community dialogues completed (10 participants)	<p>Each of the remaining 10 candidates took on the role of mayor in a selected municipality. Former and/or current municipal government officials acted as mentors for the candidates, providing them with hands-on training and coaching. Under this mentorship, the contestants were responsible for designing a "town hall-style" dialogue in the community to assess and address needs, with a particular focus on topics relevant for women and/or youth. The participants were responsible for discussions and a Q&amp;A session, where the community publicly responded to Palestinians' questions and issues. Local residents had an opportunity to publicly voice their views and challenge the status quo on specific issues on TV, and actual decision-makers were exposed to issues affecting the communities, such as lack of employment opportunities for youth, violence against women, or lack of educational opportunities for girls. The judges' panel evaluated the efficacy of each campaign and graded the candidates. SMS voting took place following the broadcast of the episode.</p>

<p>Raising public awareness of Palestinian business completed (8 participants)</p>	<p>The remaining 8 candidates took control of a major Palestinian private company for one week in order to showcase their leadership and teamwork abilities, their business acumen, and their entrepreneurial skills. The project worked with private business partners to select existing business leaders who conducted a day-long on-the-job CEO management training with the participants. This on-the-go mentorship was filmed and broadcast on <i>The President</i>, providing audience members with quality information on the Palestinian economy and business and leadership theories. The participants were presented with a series of business challenges (similar to “The Apprentice” reality show) where they were required to present organizational strategies, make quick business decisions, and promote the local Palestinian economy. These challenges were broadcast live on <i>The President</i>. By televising the resulting successes and challenges, these episodes gave the program audience insight into the unique circumstances affecting the Palestinian economy and generated awareness of business and leadership practices. Throughout the episode, the judges’ panel scored the candidates on their ability to respond to challenges, and audience members again voted via SMS for their favorite candidate.</p>
<p>Generating understanding of national leadership completed (6 participants)</p>	<p>Working on the national level, the remaining 6 candidates each worked in a different Palestinian Authority ministry for a week. In these sessions, the candidates learned how to address the nation using presidential etiquette and salutations, and learned how <i>The President</i> interacts with international leaders, advisors, ministers, and constituents. These trainings were filmed and incorporated into <i>The President</i>.</p> <p>In the live episode, the judges’ panel provided the candidates with mock challenges, where they were required to demonstrate their ability to arbitrate conflict, critically analyze and creatively resolve national issues, and inspire good citizenship. Again, the judges’ scores and audience votes eliminated two candidates.</p>
<p>Representing the Palestinian Authority abroad completed (4 participants)</p>	<p>The remaining 4 candidates were responsible for representing the Palestinian Authority as <i>The President</i>. Each candidate worked closely with a government official, who acted as a mentor. This mentor assisted them as they developed a <b>sustainable, strategic national plan</b> for the Palestinian democratic government, creating a personal platform for how they would <b>reorganize, structure, fix, or maintain current government structures</b>. Then, the candidates presented their strategic plan to mock foreign dignitaries, ministers and citizens. On live television, the judges’ panel questioned candidates on their plans’</p>

	design by creating hypothetical situations that highlight international implications, social and religious ramifications, and economic feasibility. Candidates demonstrated their ability to represent national interests within the larger framework of national and international development and cooperation. At the end of the episode, contestants were scored by the judges' panel and audience votes with two contestants being eliminated.
The campaigns completed	Before the following episode, the remaining 3 candidates launched a full-scale presidential campaign in the Palestinian territory, including publicity for each candidate, community outreach, and public debates. In the final live episode of <i>The President</i> , the judges' panel interviewed and questioned candidates on their campaign techniques, promises to "constituents," and national strategic plans. Afterwards, viewers were encouraged to vote via SMS in the season finale.
Final selection and public debate completed	For the finale of <i>The President</i> , SFCG and Ma'an hosted a public debate between the two finalists in front of a live TV audience of over 1000. The entire event was broadcast live on Ma'an Network's satellite channel. Debate moderators (media professionals) asked the finalists hard-hitting questions. After the debate, audience members were given a ballot and viewers will be given 2 hours to vote via SMS. Once the votes were counted, the "Next Young Palestinian President" was announced live on the TV show.
Dialogue Focus groups during live shows completed	During the final live reality TV shows, SFCG and Ma'an organized 5 facilitated dialogue sessions. The sessions encouraged dialogue surrounding the show's themes, and facilitators asked youth participants to explore and discuss the actions of candidates during each challenge, and how they might have approached the challenge differently. The discussions were designed to generate critical discussions on leadership qualities, political inclusiveness, and active citizenship as well as the themes and challenges presented by the program itself.
Complete and broadcast 36 episodes	36 one-hour TV episodes of <i>The President</i> produced and broadcasted (including 9 live shows)
Ongoing: Complete and broadcast 16 different radio or TV service announcements focused on civic engagement and public government accountability to be aired 4,000 times over the course	Ma'an created and broadcast 26 different radio or TV public service announcements focused on civic engagement and government accountability. These acted as mechanisms to promote democratic values and as ongoing publicity for <i>The President</i> . Over the course of the project, they were aired 4,000 times.

of the project.	
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## Annex 2: List of Interviewees

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<b>Name</b>	<b>Title</b>	<b>Organization</b>
Bassam Al Khateeb	Deputy Minister	Ministry of Women Affairs
Sami Al Sa'eedi	General Manager	Arab Islamic Bank
Salwa Hudaib	Social Activist	
Luna Oraiqat	Gender expert	
Osama Al-Najjar	Laboratory Medicine Manager	Ministry of Health
Hanan Kaoud	Gender Expert	
Raed Othman	General Manager	Ma'an Network
Rana Hussain	Activity Coordinator	Ma'an Network
Lora Thomson	Project Development officer	Ma'an Network
Suheir Rasul	Chief of Party	Search for Common Ground
Ziyad Abu Ziad	Project Manager	Search for Common Ground
Rawan Assaly	Monitoring and Evaluation Manager	Search for Common Ground

# Annex 3: List of Initiatives

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**1. North Group Initiatives:**

On the second day the participants chose three community initiatives to improve the economic situation of three families in need. First they chose to support a family living in Balatah refugee camp consisting of a single mother with five children. The participants helped the family by buying them furniture for the house and secured a job for the mother and they have managed to find a donor to support the family with 500 Shekel every month for the coming three years.

The second Initiative was done with a family in Jenin consisting of 5 family members. The family has problems due to the unemployment of both parents and the father suffering from a chronic disease and is unable to work. The participants renovated the family’s house and they secured a job for the mother.

The third initiative was with an impoverished Palestinian family living in Deir Ghson in Tulkarem. The participants renovated and furnished the family’s house and they have opened a grocery store for the family to help them have a steady income.

These three initiatives have enabled the participants to engage with the community and understand the needs of their communities and it was a good way for their communities to get to know the participants and the program.

**2. Gaza Group Initiatives:**

The first initiative addressed the problem faced by the marginalized Abu Ghazaleh neighborhood in Beit Hanun. This neighborhood has been suffering from problems with the electricity cables for a long period of time. The municipality was unable to solve this problem due to lack of funds to subsidize the purchase of the cables. The “President” participants have worked on getting the funding from donors and have coordinated with the municipality to purchase the cables and they managed to light the area at night for the community.

The second initiative addressed the problem of lack of taxi stands which results in people getting soaked with water during rainy days and getting sun strokes in the summer. Therefore, the participants have coordinated with the municipality and some local donors to install ten taxi stands at several junctions. Every donor got to use those stands to advertise for their companies for two years.

The third initiative was to bring children from Shijaieh area through the peace educational center to do a day of entertainment for the children who included taking the children to kids land and to buy them toys. The participants managed to get free services from a bus company, kids land Entertainment Park and a toy shop to provide the children with gifts.

**3. South Group Initiatives:**

In the south the groups have done several initiatives:

- Securing tuition fees for ten students at Hebron University by getting donations from businessmen and companies in Hebron.
- Planting trees in the AlSheoukhand Ededieh Areas
- Coordinating with Beit Fajar community center to provide disabled students with transportation

fees to get to their schools.

- Providing in kind donations to several impoverished families in Beit Sahour
- Establishing a food bank in Al ihsan charitable organization in Hebron to provide food for impoverished families in
- Furnishing the pediatric section of the oncology department of Beit Jala Hospital in Bethlehem
- Installing a big screen at the entrance of the church of Nativity to screen the violations of the Israeli occupation of children rights.