



**International Middle East
Media Center**

مركز الشرق الأوسط الدولي للإعلام



IMEMC Report to CFSC for the Year 2009-10

International Middle East Media Center (IMEMC) project continues to run despite of financial limitations facing all attempts to develop its activities. IMEMC continued to produce the daily news reports and occasional human interest stories in addition to some selective interviews and op-ed pieces.

Thanks to donations of individual friends of IMEMC and the Canadian Friends Service Committee (CFSC) and the General Board of Global Ministries, who contributed to the sustainability of IMEMC.

IMEMC also continued to produce its daily audio reports, "Palestine Today" and weekly "This Week in Palestine". A great listenership has developed in Canada as the montreal based, cKut airs the reports on regular and some other campus radio stations air them frequently. This left an impact on the website as well, where Canada occupies the first rank in readership numbers. KBOO Radio in Portland Oregon, and Pacifica Radio in California frequently broadcast Palestine Today and This Week in Palesatine, as they provide a good account of incidents and political developments in Palestine.

IMEMC also continue to develop its video production unit which managed to produce a number of short documentaries during the year.

On the other hand, IMEMC has been used by a number of radio stations and other solidarity and human rights groups in addition to some alternative media outlets as one of its main source of information about Palestine. Additionally IMEMC is a regular source of information to many international organizations and diplomatic missions working in Palestine.

In addition, the IMEMC Audio Production unit produces special headlines and feature stories for Free Speech Radio News (FSRN) in the USA.

Because of financial limitations, IMEMC had to stop its Spanish edition. The Spanish edition of IMEMC News was completely dependent on volunteers, who either worked from their homes or from the office in Palesatine, which was not enough to sustain the Spanish Service. On the other hand, the Spanish edition attracted a good number of readers and encouraged an organization like the Institute of Political Studies for Latin America and Africa (IEPALA), to depend on IMEMC as a main source of information on Palestine\Israel situation. During the year 2009, IEPALA used around 400 news items from IMEMC, where as only 200 news items were used from Maan News Agency, the strongest Palestinian online news agency so far.

In the meantime, IMEMC continue to develop its video production unit and produced two short documentaries, in addition to documenting activities and projects organized by PCR.

One short video was about the fourth anniversary for the Bil'in nonviolent struggle and another was the Abraham Path Initiative, which Siraj, the alternative Travel Department is part of.

IMEMC also continued to provide a comprehensive coverage of the nonviolent resistance in the Palestinian Areas in all its forms of reporting. During the reported period, IMEMC produced at least 52 audio reports, named "This Week in Palestine" every Friday in which it highlighted the nonviolent protests in the West Bank and the Gaz Strip when available. The Free Gaza Movement activities and the various popular convoys to Gaza were all reported on IMEMC with first hand accurate information from the source.

Also during the year, IMEMC produced 240 audio reports named, "Palestine Today" in which a summary of events, and incidents in the West Bank and Gaza were reported and sometimes supported by interviews from the ground.

The IMEMC video production unit is expected to become an income generating unit which might help with IMEMC's running expenses. The Equipment was rented to local and international film makers as well for a reasonable price.

In 2009, the IMEMC had an average daily visitors of 2500 generating nearly 6000 visits per day and around 2 million hits per month. The number of visitors increased dramatically during the war on Gaza. IMEMC covered the war on Gaza thoroughly and provided first hand account of the incidents in feature stories by our Gaza Correspondant Rami Al-Meghari.

According to ALEXA, the Web Information Company's website, IMEMC is ranking 410,906 in the world. Although the number seems to be big, yet, taking into consideration the huge number of site worldwide, we believe this is a good number. On the other hand, IMEMC ranks 180,110 in the US and has links from 805 other websites in the world.

Almost 57% of the audience of IMEMC are from the United States, while 14% are from Indonesia, and nearly 5% are from Canada.

ALEXA also indicates that most of our audience are Males, above the age of 45, who either had a post graduate degree and browse IMEMC from their work or retired who browse from home. Although youth are very important, however, this age group (45+) in Europe and the United States usually represent a very important target group, as this age group occupies important positions, such as CEOs, University professors and mid-level politicians. This reflects the potential impact IMEMC could have on Western communities, by providing them with another angle of the news in Palestine different from the angle received from the corporate media.

www.IMEMC.org