



## WHO ARE WE?

Social TV (ISTV) is an independent, non-profit media organization that engages the Israeli and international public through thought-provoking, critical video articles on complex social issues across Israel and Palestine. We disrupt the status quo by producing and distributing video articles that offer the public an up-close, unseen view of social phenomena that the Israeli mainstream media refuses to cover.

Social TV exists as both a stage and microphone for those most affected by issues of poverty, the occupation, militarism, and more. Our hard-hitting video articles facilitate discourse on the intersection of various systems of oppression and the unjust social order that thrives within Israel. Social TV is proud to mobilize everyday people into activists and change makers.

## HOW WE WORK



**Production** of video articles, including **investigative articles** and **event coverage** on a variety of subjects



Broadcasting on cable and satellite TV in Israel, reaching **several thousand viewers monthly**



An active website that includes an **archive of 1000s of video articles**



An Israeli and International **Facebook page**



A **YouTube** channel with nearly 4 million views



A **Creative Commons License**, which allows other media outlets to broadcast our video articles



Active **Twitter** and **Telegram** channels



**Tutorials** designed for **social activists** who want to use **video as a tool for social change**



A loyal group of **activists, change makers, and thought-leaders** who circulate our video articles to their social circles

## 2020 IN NUMBERS



### EXPOSURES

Our video articles were exposed over **4,000,000** times, and had a cumulative **35,000** hours of viewing



### ENGAGEMENTS

Over **25,000** direct interactions with our **58,000** followers through video article views, likes, comments, messages, and shares



### VIDEO ARTICLES

Produced **100** new video articles on a wide range of subjects, which had **100** hours of air time on cable and satellite TV

## OUR FOCUS

- Poverty and food insecurity
- Democratic values and human rights
- The Occupied Palestinian Territories
  - Women and gender
- The global climate crisis
- Other social issues

## OUR ACTIVITIES

- Video article production
- Peace journalist training program
- Magazines on specific issues
- Public events with expert speakers

## LET'S CONNECT



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While the COVID-19 pandemic wreaked havoc on all peoples globally, vulnerable populations suffered the most destructive consequences. In Israel and Palestine, Palestinians continue to struggle for widespread access to vaccinations, while Jewish Israeli citizens maintain easy access. Simultaneously, there is ongoing governmental corruption with a Prime Minister accused of bribery, fraud, and breach of trust, and we face yet another inconclusive election - the fourth within two years.

Despite long periods of lockdown and social isolation, Social TV continued to operate and produce a variety of articles on the complex social issues across Israel and Palestine. The articles receive exposure on our website, social media channels (with 58,000+ followers), cable and satellite TV broadcasts in Israel, and globally on the Internet in Hebrew, English, and Arabic.

Our "Peace Journalism" training project, with the support of the EU and in partnership with the Adam Institute, was restructured into engaging Zoom meetings that took place throughout the year. The program served 60 aspiring Arab and Jewish social journalists who produced video articles on issues of conflict resolution and peace promotion.

Like every year, Social TV continued to produce video articles on poverty and food insecurity in partnership with a broad coalition of civil society organizations working in the field, supported by MAZON: A Jewish Response to Hunger. On Israeli Independence Day, we live broadcasted a beacon-lighting ceremony, which focused on the contribution of human rights activists to Israeli and Palestinian society, as an alternative to the official state ceremony.

We are pleased that the collaborations and support with the following organizations continue: **MAZON: A Jewish Response to Hunger, American Friends Service Committee, British Shalom-Salaam Trust, The European Union and CCFD-Terre Solidaire.** We also extend a sincere and warm thank you to the **Sigrid Rausing Trust** for their many years of supporting Social TV.



## CHALLENGES

The challenges of 2020 were first and foremost to function after two failed election campaigns, with the third taking place at the beginning of the year, in the shadow of the Corona crisis. Our team had to devote extra time, energy, and resources to effectively and accurately cover the ensuing issues from a critical point of view. The pandemic also affected the participation of our volunteers that were unable to come to our studios due to COVID restrictions. Thus, our staff and volunteers mostly worked from home.

In terms of financial resources, a crowd-funding campaign planned for 2020 was delayed. Revenues from the sale of video services were also severely affected. Revenue that has historically come from documenting tours, conferences, shows, and video editing have shrunk to nearly zero in the current year given the lack of public events due to COVID.

In response, Ehud Shem Tov, who planned to retire at the end of 2019, returned to Social TV as Editor-in-Chief and Co-CEO alongside Chen Peter. We adjusted our work plan and budget, cutting expenses by closing our office and switching to a work-from-home model.



## PLANS FOR 2021

The Peace Journalism project, which was supposed to be completed in 2020, continues into 2021 and has been expanded into another training program. At least 10 new video articles are planned for the first quarter of 2021. We plan to continue the project on food insecurity and plan to produce a campaign with a broad coalition of organizations in the run-up to the third Knesset elections.

We will continue with our unique video article production, on topics including the militarism embedded in Israeli society, youth who refuse to enlist in the military, the connection between the climate crisis and poverty, national food insecurity, the ongoing occupation and suffering of the Palestinian people, "Call from the Arab World," and more.

To realize these plans and create organizational renewal, new co-CEO, Hila Tov and Resource Development Coordinator, Melissa Danz have joined the Social TV Team. Hila is an activist, social entrepreneur, journalist, film director, and author of three books. Melissa is a student and activist, and moved to Israel/Palestine four years ago from Miami.





## SELECTED ARTICLES

[A visit to Muqata – Is There Hope?](#) - A meeting of hundreds of Israeli peace activists with senior members of the Palestinian Authority in the Muqata in Ramallah.

[Parents Coping with Militaristic Education](#) - Eitan, the father of a twelfth-grade child, set out to examine how parents deal with the phenomenon of militarism in the education system.

[Kid's Government](#) - Ahead of the third election campaign in Israel within a year, we examined what would happen if children aged 11-13 set the agenda and laws in the country. What bills would they come up with and what should really be focused on, so that the future will be better here?

[The Civil Society Speaks Up](#) - How do nonprofits and social organizations deal with the Corona crisis? How do we prepare for the new needs of the target populations? This is the first episode of a series.

[Corona does not discriminate](#) - For asylum seekers in Israel, the state's support systems are not a source of aid. Refugees are not eligible for Social Security or allowances and find it difficult to find guidelines in their native language. How can anyone deal with the Corona virus in such a reality?

[Hallel Rabin – I Refuse](#) - Hallel Rabin, a conscientious objector, spent two terms in the army prison for refusing to serve in the military. A few days before returning to the ICRC to refuse for a third time, she was interviewed by Social TV.



[When will we have access to public buildings?](#) - An article presenting the authorities' failures in making public buildings accessible for people with disabilities.

[Racial profiling](#) - We examine the phenomenon of racial profiling, in which police officers profile people as suspects, simply because they belong to a certain ethnic group, despite any real suspicion against them.

[Food Rescuers](#) - As COVID-19 continues to destroy the economy and leave millions unemployed, entire communities in Jerusalem are left hungry. A small but ambitious project, Jerusalem Food Rescuers, gives hope to thousands of families all over the city.

[No Decisions Without Women](#) - Twenty years after UN Security Council Resolution 1325, which states that women should be involved in negotiations and conflict resolution, masses of women went out to protest the absence of women in decision-making in the areas of security, peace, social, economic, and health.

[Transparent in Arab Red Cities](#) - How does it feel to own a business in a city that is categorized as 'red,' due to COVID-19 cases? We went on a road trip to Arab cities, to hear how small business owners survived the period.

