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## MEDIA TOOLBOX

Since 1987, we at Search for Common Ground have produced electronic and print programming to help resolve and prevent conflict. We have developed numerous methodologies to break down the prejudice and fear that are at the root of divisive conflict. Our basic premise is that virtually all formats – including talk shows, roundtables, documentaries, soap opera, children’s drama, and music video – can be adapted to promote tolerance and non-violent conflict resolution. Here is a list of the techniques we have used:

1. **Radio and TV Talk Shows.** Most talk shows polarize their listeners. In Burundi, Liberia, Bosnia, Sierra Leone, Angola, and the US, we have produced series in which the host operates in a mediating, consensus-building mode.
2. **Radio Soap Opera.** Radio soap opera can have a profound impact on popular culture. To date, we have worked with local partners to produce dramatic series in eight countries. Both in Burundi and Sierra Leone, our soaps have aired more than 600 episodes.
3. **TV Documentaries.** In Israel/Palestine, we are just finishing production of a four-part series, called *The Shape of the Future*, on final status issues. We previously co-produced a 13-part series on conflict and its resolution across Africa, which was aired in South Africa and throughout the continent.
4. **TV Drama.** In Nigeria, we recently started production of a dramatic TV series, called *Action News*. It portrays the adventures of a fictional, multi-ethnic Nigerian news team that takes a problem-solving approach to reporting. We are also in pre-production of a dramatic TV series for Palestinian stations.
5. **Radio Studios.** In order to produce a steady stream of radio programming, including talk, drama, news, features, and music, we currently operate radio studios in Burundi, Sierra Leone, Liberia, and Angola. Each produces up to 15 hours a week of original programming.
6. **Children’s TV.** We have produced for five years in Macedonia a children’s dramatic television series that communicates interethnic understanding. It has spun off a website, a teacher’s guide, and a magazine.
7. **Music Videos.** We have produced music videos – *peace songs* – in Angola, Macedonia, and the Middle East. The Macedonian video became a *number-one* hit. Our Israeli-Palestinian TV documentary has also produced a music video recorded by well known Israeli and Palestinian pop stars.
8. **News Service.** Our Common Ground News Service distributes four or five articles a week to 100 news outlets and 11,000 individuals involved in the Middle East. Over 1200 of our

articles have been reprinted by the region's leading newspapers, including *Al-Hayat* (pan-Arab), *Ha'aretz* (Tel Aviv), *Al-Quds* (Jerusalem), *The Star* (Beirut), the *Jordan Times* (Amman), and the *International Herald Tribune*.

9. **Multi-Ethnic Magazines.** In the Balkans, we publish every two months *Karavan*, a magazine that features *common ground* content in six different languages and that has a press run of 250,000 copies per issue. In Macedonia, we publish *Multi-Ethnic Forum* in the Macedonian and Albanian languages, with 80,000 copies per issue.

10. **Journalist Training.** We sponsor training seminars for journalists in non-inflammatory reporting in Macedonia, West Africa, Palestine, and Qatar (for *Al Jazeera*).

11. **Cross-Ethnic Team Reporting.** In Macedonia, we organized a long-term initiative involving newspapers published for different ethnic groups. Each paper contributed a reporter to a team-reporting project. We supplied the editor. The reporters worked together to investigate and co-author articles about a topic of interest – say, the state of the health care system. Then, the finished articles appeared on the same day in each newspaper, with a joint byline. In this way, readers with virtually no exposure to other ethnic groups had a chance to put themselves into the shoes of others. This project produced more than 60 newspaper articles over five years, and parallel efforts led to four separate TV series.

12. **Cross-Ethnic Meetings among Journalists.** Reporters and editors have much in common, regardless of their origin, so in the Middle East we convene multi-ethnic meetings of reporters and editors. They have agreed on joint projects, such as the Common Ground News Service, exchanges of articles, exchanges of reporters, web sites, and investigative inquiries.