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INFO RUEHEG/AMEMBASSY CAIRO 5201
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**PA/OBS FOR SANTULLI; NEA/PPD FOR JAZYNK/AGNEW; ECA FOR
HAVENNER**

E.O. 12958: N/A

**TAGS: PREL, KPAO, KMDR, KPAL, KWBG, OIIP
SUBJECT: REVISED CONGEN JERUSALEM PROPOSAL FOR TV CO-OP ON
CONTRIBUTION OF AMERICAN-MUSLIMS**

REF: JERUSALEM 0396

1. ConGen Jerusalem submits the following TV Co-op proposal on behalf of two Palestinian organizations, a local media NGO and a Ramallah-based television station. The intended production will include several documentaries on the life of Muslims in America.

The nominated 2-3 person TV crew will conduct interviews with local Muslim leaders and individuals, visit Muslim institutions and organizations, and meet with USG officials. In addition, the crew will cover some events that are part of a single country project

IVLP consisting of prominent Palestinian religious leaders. Separate interviews with selected individuals from different segments of the larger American society, including representatives from various religious denominations, will also be an integral part of this TV production.

2. Post will coordinate with PA/OBS to generate a program that will fulfill the objectives of the TV Co-op program.

3. MSP Goal: Improve attitudes of Palestinian public and leaders toward U.S. policies, principles, and people.

4. Time Frame: July 13-30, 2009

5. Background/Objectives: A 2-3 member television crew will produce a one-hour documentary and a series of other mini-documentaries on topics related to the daily lives of Muslim-Americans, including their role as active participants in civil society and contributions

to U.S. society overall. The documentaries will highlight aspects of the Muslim community in the U.S., including their equal and full exercise of guaranteed civil rights and full protection under the law to practice their religion freely. The documentaries will help counter numerous local press reports of alleged discrimination against Muslims living in the United States. The production of these documentaries by a Palestinian television crew and their broadcast on local TV outlets will help promote greater public awareness of the overall positive experience of Muslim Americans.

During the two week program organized by PA/OBS, post hopes that the TV crew will be able to film some specific portions of a post-initiated IVLP [International Visitors Leadership Program] Single Country Program on "Religion in America" taking place at the same time. The documentaries will be aired on several local media outlets, including independent Al-Quds Educational TV and the national Palestinian TV, as well as several other independent television stations that reach viewers throughout the West Bank and Gaza.

6. Participating Organizations: The proposed documentaries will be jointly produced by the Jerusalem Center for Studies and Islamic Media, a local media NGO, and Al-Quds Educational TV, one of the largest local TV stations in the Palestinian areas.

The Jerusalem Center for Studies and Islamic Media:

Established in October 2005, the center aims at reflecting Islam as a religion of tolerance and one that is accepting of other religions. Through its activities, the center seeks to provide a "forward look toward promoting religious tolerance, peace and security for all peoples of the region." Some of the center's activities include conducting workshops and conferences on Islamic media, producing television programs and computerized multimedia presentations about Islam and Islamic civilization, and organizing constructive dialogue sessions with members of different religions.

Al-Quds Educational TV:

The TV station currently reaches the greater Ramallah and Jerusalem areas, and is a member of the Ma'an TV network that reaches all of the West Bank and Gaza. The station itself is under new management and wants to renew its image and viewer base by adding high quality programs to its existing broadcast. The new management is very excited about the possibility of making the TV Coop documentaries a centerpiece of

their new program launch. Al Quds Educational TV last participated in a TV Co-op program in 2002.

7. Filming Locations:

The 2-3 person film crew would travel to several different locations in several states in order to obtain a well-rounded picture of Muslim Life in America. As mentioned, post would also like the film crew to capture some of the meetings/events taking place as part of the SCP [Single Country Program] on "Religion in America." Post will work with PA/OBS in coordination with the crew to identify relevant sites to visit and appropriate individuals to interview. PA/OBS and Post would also work with the SCP program officer to identify appropriate integration of the film crew in specific activities of the SCP.

8. Participating crew members/Logistics:

The participating TV crew will consist of 2-3 professionals: A reporter, a cameraman and a soundman. The reporter is a professional journalist and a leading TV talkshow host and news anchor. The remaining 1-2 crew members are professional technicians with Al-Quds Educational TV.

9. Funding: International airfare to the U.S. and visa costs will be paid for by post. Post requests that all other costs be funded by PA/OBS. THIS MEANS US

10. Consulate Points of Contact:

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11. Post appreciates PA/OBS's consideration.

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