An evaluative study
Yemeni TV Performance 2017

Evaluation study of professionalism of Visual Media in Yemen

Issued by Studies & Economic Media Center (SEMC)

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Introduction

The Yemeni media has been experiencing the toughest of conditions in a way unmatched over the past two decades, with media freedoms at their all-time low . media platforms are decreasing in number, with media infrastructure destroyed and professionalism weakening beyond repair. Fragmentation has become the order of the day as far as the Yemeni media scene is concerned.

Over the past two years, the Yemeni media experienced the worst violence ever, with some 26 journalists killed and hundreds others wounded due to the civil war that erupted in the country in early 2015. Scores of newsmen are still being held in jails or forcibly disappeared in undisclosed locations, and are denied the simplest of rights (1).

Yemen has also seen the first death sentence ever delivered to a journalist, and many media persons are now subject to daily instigation campaigns which forced them to flee violence and seek refuge in neighboring countries such as Saudi Arabia, Egypt, Jordan and Turkey. Further, tens of independent newspapers and websites have gone out of business, with no publications seen on Sana'a newsstands, except for those run by the de facto authorities-the Houthi group and former President Saleh.

Moreover, the media landscape is divided along the political lines-some are supporting the internationally recognized government of President Abd Rabbu Mansour Hadi, while others are dominated by the Houthi group and its key ally, former president Ali Abdullah saleh, which seized control of several Yemeni governorates, including the Yemeni capital Sana'a. And in the thick of media conflict between the two parties, independent media was relegated to the background, with the exception of some TV channels and news sites that try hard to be professional.

TV channels are the most vocal and influential in the Yemeni street despite stiff competition from community radios that proliferated in some Yemeni cities, let alone the fact these channels were moved abroad to avoid crackdowns and violations. Therefore, this study focuses on gauging the professional performance of the Yemeni media by keeping track of TV shows broadcast by Yemeni TV channels.

The analysis shows the negative impacts of the war going on in Yemen on the performance of the Yemeni media in terms of the scope of interest, multiple sources and diverse viewpoints expressed in the monitored shows. This entails reviewing the performance of the Yemeni media outlets in order to make them more professional while covering events, especially during the war. While we, at SEMC, highly appreciate the efforts made by the team of monitors and experts overseeing the study .

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(1). National Information Center - Sectoral Information - Information - Basic Data

Methodology

This study examines the extent to which the Yemeni media are in compliance with the professional standards of media coverage as reflected in news and shows. These include fairness in terms of picking out the participants in such story, and giving them an equal chance to express their views, and handling media issues in a professional and objective manner.

The assessment of TV professional performance in Yemen for 105 days (During 1Jan.-15 April 2017) .

The monitoring process targeted (692) media reports and stories in the political, economic, health, entertainment and other fields. The political stories in the Yemeni TV channels came first wtih 65.4% of the total stories , followed by the economic stories with 17.9% and the health stories came at the bottom of the list with 1.3%.

Table shows the monitored stories

The Channel	Story 1	Story 2	Story 3	Story 4	Program5	Story 5	Story 6
Yemen Tv - Houthi	First Newscast	Second Newscast	Third Newscast	Dialogue With The Government			
Al-Saeedah Tv	Echo Of The Week	Midweek	Your Doctor	Road To Success	Cases Of Creativity	Pioneers Of Art	"The Carpet Is Ahmadi" Program
Belqis Tv	Yemeni Evening	Event Angles	Free Space	News	Story Of " You Are Not Alone"	Between Brackets	Press Kiosk
Yemen Tv - Legitimate	The News	Story Views And Events	Windows Program	"Do Not Care" Program	Yemen Studio	The Street Pulse Program	
Yemen Today Tv	The News	Story Of Close-To-Lens	Net Program	Point Of View Program	Mocha Cafe"	Press Program	Yemen Today Program
Yemen Shabab Tv	"Your Health" Program	"Your Opinion Is Important" Program	Studio Center	The News	Evening Talk	News Reports	Story Of "Here Aden"
Hadramout Tv	Detector	Hadramout In A Week	"Special Interview" Program	Hadramout News			

The report focused on a set of key professional yardsticks-diversity, balance, objectivity, and impartiality, in addition to avoiding hate speech , instigation of violence, or practicing exclusion and discrimination.

Television was singled out for monitoring due to the fact that it is more effective than other media outlets in respect of disseminating the information that influences public opinion. Seven TV channels representing different political leanings were selected,

taking into account the geographic distribution of same i.e. the government-run Yemeni TV channel is broadcasting from Ryiadh, while the Houthi-affiliated one operates from Sana'a. the other channels, which are all independent or party-affiliated include Al-Saeeeda, Bilqees, Hadramout, Yemen Shebab, and Yemen Today.

In selecting the programs, the team of monitors opined that it is necessary to monitor all the shows aired by these channels from 16:30 up to 23 :00 pm, which meet the requirements of monitoring. The programs are all beamed at the prime time during which households are glued to TV sets, and do contain newsworthy events featured in news bulletins, reportages and various shows. The reason for selecting all the programs broadcast by such channels was to come up with inclusive and objective evaluation of same.

Assessment criteria	Scoring Key (1 = lowest, 5 = highest score)				
	1 = Very poor (Fails to meet quality standards)	2 = Poor (Below quality standards)	3 = Fair (solid performance with room for growth) Meets SEMC' minimum quality standards	4 = Good (Above quality standards)	5 = Excellent (Meets international standards)

1853

First appearance of media in Yemen in 1853 when the British authorities entered the first printer in Aden

1872

Ottomans brought the first printing press in to Sana'a back in 1872

1900

The first newspaper, Aden Weekly, coming out in 1900

1940

The British first established a radio station in Aden in 1940

1947

Radio broadcasting commenced in North of Yemen in 1947

1964

Yemen first saw TV broadcast in 1964 when the British established a TV station in Aden

1993

On April 25, 1993, the presidential decree 49 on the executive by-law of the press and publication law was issued

1995

Yemen's satellite channel started broadcasting on December 20, 1995

Historical background

Yemeni media development phases

Yemen, a country located on the southern tip of the Arabian peninsula, first saw the emergence of media in 1853 when the British authorities entered the first printer in Aden to cover their needs of administration. The press was printing publications in both Arabic and English. Printing presses then grew in number in Aden, with the first newspaper, Aden Weekly, coming out in 1900. From 1915 onward, several newspapers were issued, and by the 1940s there were some 78 publications.

In Northern Yemen, media emerged prior to the 1990 reunification of the country . it was the Ottomans who brought the first printing press in to Sana'a back in 1872. The press, later called Al-Wilaya, was printing official publications in both Arabic and Turkey. The first newspaper ever in the north was called, Yemen, which took the form of a four-page newsletter. It was published by the Ottoman ruler, Mukhtar Basha. Sana'a newspaper then came out in 1878.

On September 28, 1962, just two days after the eruption of the Yemeni revolution, Al-Thawra newspaper came out in Taiz, and was supervised by the city's military leadership,. The paper served as an outlet expressive of the new revolutionary situation. Various newspapers and magazines were published afterwards. In 1990, law 25 was enacted, which nullified enforcing the press laws issued in the formerly two parts of the country. The introduction of democracy and political pluralism in Yemen resulted in media plurality, and on April 25, 1993, the presidential decree 49 on the executive by-law of the press and publication law was issued.

Over time, the number of newspapers increased to reach 295 in 2013, of which 40 were government newspapers, 47 were party newspapers and 208 were private newspapers. The following table shows the number of newspapers published in Yemen before the outbreak of the recent war in Yemen [2]

Periodicity	Government Newspapers	Party Newspapers	Private Newspapers	Total
Daily	5	0	12	17
Weekly	8	33	114	155
Fortnightly	4	2	20	26
Monthly	13	12	56	81
Quarterly	10	0	6	16
Total	40	47	208	295

(2)National Information Center - Sectoral Information - Information - Basic Data

Radio broadcasting

Radio broadcasting commenced in Yemen in 1946 with the arrival of an American military mission to the country that presented the Yemeni military in the north with a wireless 5-kwatt signal transmitter . One year later, radio transmission began after the transmitter was turned into a radio station whose reach covered only the capital Sana'a, which was still small at the time. The radio, which used to broadcast programs two days a month, played a key role in the 1948 revolution, thus serving as a voice for the revolutionaries. In 1950, the broadcast closed down for almost five years, and in 1955 a new radio station was established, which continued to air programs for one hour a day till the outbreak of the 1962 revolution. The radio had neither constant political leanings, nor an organizational structure. It was not until 1963 that radio was structurally organized, and saw a radical change in terms of its reach that went beyond Sana'a as to cover much of the country. Local radio stations were also created in northern governorates, such as Taiz (1963) and Hodeida (1969).

Radio broadcast in South

The British first established a radio station in Aden in 1940. It was mainly to give military news about the Second World War. Aden radio was then established in 1954, and used to broadcast for six hours a day during the morning and evening periods. Mukkalla radio was created in 1967- soon after the South gained independence from the British occupation- and was named "The voice of the nationalist front for the liberation of the occupied south Yemen". Immediately after independence and the declaration of the republic of south Yemen, this radio was incorporated into the governorate's publishing and information department at which a limited number of jobs and a modest budget was approved. In 1988, it was merged with the culture department, with the new entity named "Culture and information department" which remained unchanged until the Yemeni reunification. Sayun radio was established in 1973.

The number of local radio stations has increased during the past period to reach 12 local radio stations in 2013 along with official radio stations (Sana'a and Aden). The local radio stations broadcast its programs inside the governorates and closing areas. The private sector has also established a number of radio stations that are; Yemen Times Radio, Hayat FM Radio, Yemen FM Radio, Voice of Yemen Radio, Nas FM Radio and a number of local FM channels that have recently spread in the capital Sana'a and other governorates [3]

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(3)The Central Statistical Organization -Statistical Year Book 2013

TV broadcast

Yemen first saw TV broadcast in 1964 when the British established a TV station in Aden that started broadcasting in monochrome to Aden colony and some neighboring areas. on March 8, 1981, Colour was introduced into the station that broadcast programs for up to eight hours a day. Reach was expanded to include new more areas, and airtime increased on official holidays.

The north first saw TV broadcast in 1975, with a station opened in Sana'a on September 24. Its transmission then expanded to cover more areas in the country, while its terrestrial transmission was received almost nationwide. Following the reunification of Yemen in 1990, Sana'a TV was named Channel 1, and Aden's Channel 2.

Yemen Satellite channel

Yemen's satellite channel started broadcasting on December 20, 1995 via the US satellite Intl Sat 702, and on September 15, 1996 , the broadcast started beaming its programs on ArabSat A2. On March 6, 2003, however, the channel embarked on airing its shows on Satellite A3, and then switched to Arab Sat Badr 4 from 2007 onward. Yemen is in possession of a full satellite package that opened on March 19, 2008 at a capacity of 34 Megahertz at Badr 4 with a frequency of 12181.

Satellite broadcasting was then expanded within the available means, with almost 12 space channels beaming programs via Arab Sat Badr 4. Such expansion led to the government launching four official space channels, with the number of privately-owned TVs standing at 14 , namely; Yemen Today TV, Al-Saeedah TV, Al-Masirah TV, Al-Sahaat TV, Belqis TV, Suhail TV, Yemen Shabab TV, Hadramout TV, Sawt Al-Janoub TV, Aden Live TV, Rushd TV, Sana' a TV, Al-Aqeeq TV and Azaal TV.

Political pluralism phase and its link to freedom of expression

The post-unification era saw the adoption of political pluralism characterized by the emergence of political parties, NGOs and party-affiliated and privately-owned press. Tens of political parties rose to prominence and played key political roles. Several Yemeni newspapers came out in 1991, including the English bi-weekly "Yemen Times", which was established in February 1991. by Dr. Abdul Aziz Al-Saqqaf , in addition to Al-Shoura newspaper, the organ of the Popular Forces' Union, which first came out on May2, and Al-Umma paper, the mouthpiece of Al-Haq party that started on September 12, 1991. One year after the reunification, and prior to the issuance of the political parties law, the Yemeni political arena saw the establishment of over 40 political parties and organizations. In 2004, however, the number came down to only 22. In the pre- reunification era, the number of official, private and syndicate publications in both parts of Yemen was only 22. It however increased and diversified based on the political forces and groups with which they were affiliated as well as the changes that took place on the political scene. By 1992, there were around 150 newspapers and magazines, including independent, party-owned , private, and syndicate publications. The number however reduced to 85 papers and magazines in 2004 due to several reasons. Yet, this number is still high given the social givens reflected by the reality of contemporary Yemeni society [5].

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(5) A daily study of Yemeni newspapers - Dr. Abdul Malik Aldnani

freedom evolution following the 2011 youth revolution

The peaceful youth revolution in 2011 represented a major change period in the media freedoms, in which liberties reached a better level than they were during the reign of former president Ali Abdullah Saleh, whose reign was characterized by a limited margin of media freedoms, imposing many restrictions on media freedoms, subjecting journalists to many trials In publishing issues and the difficulty in obtaining licenses for the establishing private channels and radio stations (5).

After February 2011, the number of prosecutions against journalists decreased and the daily paper press releases increased. New daily newspapers were published such as Aden Al-Ghad, Mareb Press and Sada Al-Masirah. Some newspapers changed from weekly to daily, some news websites changed to daily newspapers and some newspapers were reissued on a daily basis. After February 2011, the private and party newspapers reached 10, printing between 5-10 thousand daily copies, with a decline in the number of official newspaper publications.

The registered organizations in the country, according to the Ministry of Social Affairs and Labor, reached more than 8300, a quarter of which were registered after the start of the transitional period in Yemen in 2011, in addition to a large number of organizations and informal networks. After 2011, the non-governmental organizations (NGOs) were able to support media issues, monitor violations and to work on the rehabilitation of media,

including the Studies & Economic Media Center (SEMC), Freedom Foundation organization and other organizations. NGOs were able to

> Social media users, men and women, has also been growing since 2011, rising to 1,800,000 in June 2016 ,where Internet usage in Yemen doesn't exceed 24%.

have pressure on the Yemeni parliament to issue the information law, which was issued in July 2012.

The number of TV channels reached 14, some of which were established after the launch of the peaceful youth revolution, which are five channels; Yemen Today TV, Al-Azal TV, Yemen Shabab TV, Al-Sahaat TV and Al-Masirah TV. The TV channels witnessed a remarkable development in their performance, which were able during this period to deal with various issues that were difficult to deal with during the previous period, including corruption issues, especially those related to corruption in extractive industries, social issues such as marriage of minors, looting of monuments, shortcomings in the performance of state institutions and the performance of the president of the state.

The private radio stations also expanded during 2011 and were able to appear well and professionally with various programs and good experiences through addressing various issues including marriage of minors, women's participation, women's success stories, delivering citizen's voice to the competent authorities through hosting officials and decision makers in open programs, addressing social issues such as poverty and illiteracy, especially among women and other programs that meet the needs of the community. Some of these radio stations are Hayat FM, Yemen Times, Yemen FM, as well as FM radio stations in a number of governorates.the number of social media users, men and women, has also been growing as June 2016, rising to 1,800,000 where Internet usage in Yemen doesn't exceed 24%.

(6) Middle East Internet Usage & Population Statistics http://www.internetworldstats.com/stats5.htm

Media freedom reality during the war period

Press freedom suffered a great setback after the Houthi group overran Sana'a on September 21, 2014. The Houthis primarily targeted public media institutions, such as the General Corporation for Radio and Television, and Al-Thawra institution for press, printing and publishing. The rebels also stormed offices of newspapers and TV channels that do not subscribe to their discourse, and even looted and confiscated their equipment.

On the other hand, Al-Qaeda group, which was in control of the eastern province of Hadramout, launched crackdowns on journalists, arresting two newsmen, one of them is still unaccounted for.

Consequently, media freedom saw a new U-turn following the eruption of the civil war, as the so-called Arab Coalition, led by Saudi Arabia, intervened on March 26, 2015 to support the legitimate government in what was called later "Decisive Operation Storm". During this phase, the Houthis conducted a storm-and-arrest campaign against a number of newspapers, news sites and TV channels. They also kidnapped tens of journalists, putting two in places later bombarded by Arab coalition warplanes, which resulted in their death.

Violations of media freedom varied, and ran the whole gamut of assassination, killing, kidnapping, intimidation , physical assaults, and forced disappearance. They also included massive crackdowns on journalists, closure and looting of privately-owned and party-affiliated radios and TV stations, fabrication of charges, and expulsion of foreign media workers from Yemen. Worse still, violations of media freedom went as far as to include delivering illegal verdicts against journalists, such as the death sentence delivered on April 21, 2017 to journalist Yahya Al-Jubaihi.

In view of the said crackdowns on Yemeni journalists and correspondents of Arab channels, many newsmen were obliged to flee to Houthi-free areas so as to avoid arrests, killing and intimidation. According to a SEMC report, the steep decline in media freedom in Yemen has resulted in over 350 journalists and media personnel losing their jobs by way of suspension, confiscation of newspapers and shuttering of their offices, and taking radios and TV stations off airwaves.

Breaches of press freedom were also reported in the government-administered areas. These included arrest, abduction, and intimidation, among others. Several Yemeni journalists were also killed in airstrikes by Arab coalition warplanes.

Media freedom reality during the war period

2016

		2015	
12	Killings	Killings	14
13	Attempted murder	Attempted murder	09
64	Abduction	Abduction	254
34	Intimidation	Intimidation	69
26	Physical assault	Physical assault	42
32	Injury	Injury	13
15	Arrest	Arrest	0
24	Looting and storming	Looting and storming	64
55	(8)Others	(7) Others	83

7– 83 Attempts were distributed on suspending local and international TV channels and radio stations and confiscating and stopping newspapers and magazines.

8– 55 other cases of violations varied between 14 cases of suspension, arbitrary dismissal from work and salary seizing, 16 cases of blocking websites and news TV channels, 6 cases of incitement campaigns, 5 hacking cases, 7 cases of attempted abduction, one case of confiscation and prevention of newspapers to print, one case of suspicion of attempted murder, one case of intellectual rights theft and one case of separation from the university.

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Media Divide & declining performance

With the eruption of war in Yemen, the media divide has increasingly widened. Consequently, media outlets split into two groups- the first supports the internationally recognized government, led by President Abd Rabbu Mansur Hadi, while the second is in favor of the Houthi group and former President Saleh. Political rivals also sought to use the media to advance their own agendas and frame a public opinion in such a way that allows them to achieve their   end goals and garner public support for their political and military orientations.

The conflicting parties have their own news outlets which they used to finance for the purpose of achieving their agendas. Some media outlets are owned by local parties while others are affiliated with foreign parties. As result, the media are suffering from the following inadequacies:

1. The vital and priority issues in the Yemeni society were absent in the media, as a study prepared by the economic media showed that the public's priorities focus on humanitarian reports, while the media outlets are interested in politics and political differences.

2. 83 attempts were distributed on suspending local and international TV channels and radio stations and confiscating and stopping newspapers and magazines.

3. 55 other cases of violations varied between 14 cases of suspension, arbitrary dismissal from work and salary seizing, 16 cases of blocking websites and news TV channels, 6 cases of incitement campaigns, 5 hacking cases, 7 cases of attempted abduction, one case of confiscation and prevention of newspapers to print, one case of suspicion of attempted murder, one case of intellectual rights theft and one case of separation from the university.

4. These media outlets have moved away from professional values in publishing images and respecting the privacy and non-defamation, where the media published victims'   images and they are torn in a way that does not respect professional and ethical standards for publishing press images.

5. This means that the story provided information about the event, but it was not detailed. It doesn't address the events related to the story, not deal with the events background leading to this story, not provide documentary information and not record similar precedents. It also has not added comments and ratings by sources and analysts and not foreseen the prospects of the event and its expected future paths based on available information and data and analytical vision.

Media outlets are not abide by professional ethics in terms of publishing pictures, disrespect for specificity, and involvement in smear campaigns.

Performance of privately-owned and independent media outlets has also drawn back due to huge challenges, including collapse of ads market, high costs of printing and distribution, and other operational expenses, let alone crackdowns and   the lack of fuel products and basic services, such as electricity, water and energy.

Assessment of Yemeni media performance

Scope of media interest

The study targeted 692 reports and media programs that tackle a variety of political, socio-economic , health and entertainment issues, among others.

Graphic shows the sample distribution of monitored shows based on the subject matter, with political programs topping the agenda of TV channels, standing at 65,4% of the total shows monitored. Economic programs ranked second at 17,9%, followed by artistic
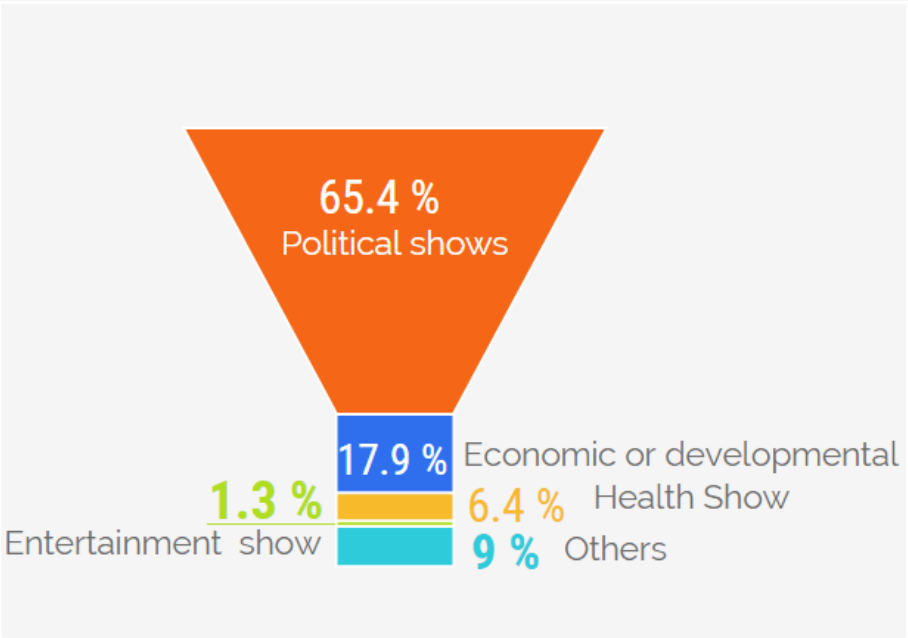
, cultural and heritage-related programs at 9%, health programs scored 6,4%, while entertainment programs scored only 1,3%.

Type of show/news item

063	009	044	124	452
Others	Entertainment	health	Economic or	political
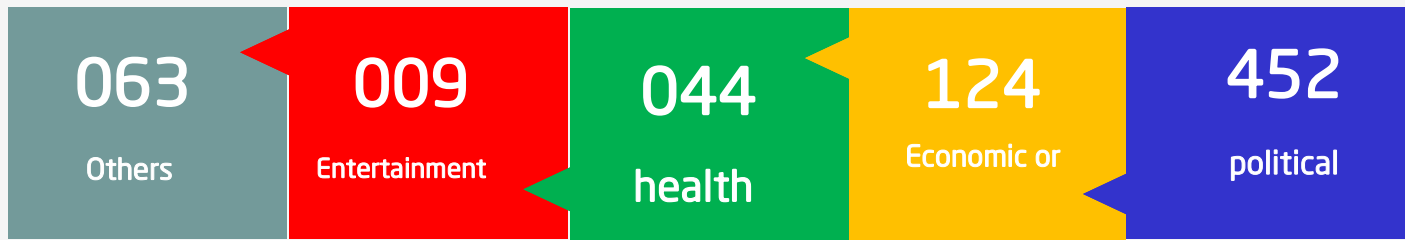
Presentation of informative stories

Below graphic demonstrates that the biggest number of monitored programs and news items (44,9% of total programs monitored) presented stories that contain basic information enough to explain the context of developments. Though this percentage is fair, it is still below the required level in that they didn't explain the relationship between the story and key figures, nor did it provide a description of, and historical background to events. They didn't even explain the significance of the new developments mentioned in the story. Further, 15,4 % of the programs didn't provide basic information enough to enable the audience understand the importance of the news developments described. The table shows that 15,4% of the shows provided desultory , basic information, and that 23,1% provided primary information that explained the context of develop-

ments, and contained brief , basic information on key figures, as well as a summary of the events that led to the new developments . in addition, 1,3% of the shows provided full description of , and background to the new developments, their relation to the key figures, chronology, and the technology used, clearly put the described developments into context, and explained the importance of new developments.

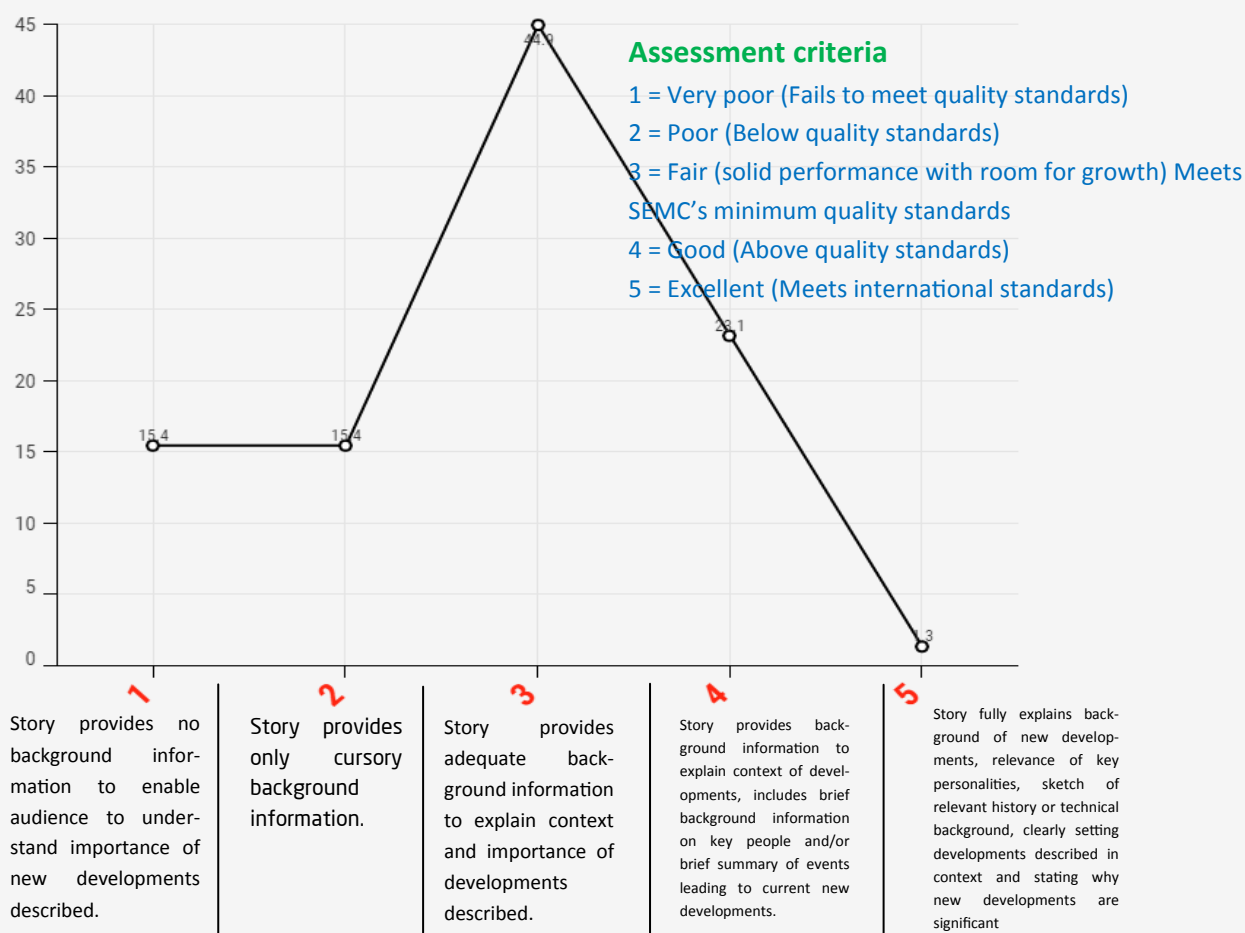Accordingly, the monitored shows provided basic information to enable the listener/viewer to grasp the stories involved. Yet, they all don't rise to the desired level of professional performance, which entails presentation of full description of new developments, their link to key figures, giving relevant historical background, and explaining the developments described in the context as well as the significance of new developments.

Assessment criteria
1 = Very poor (Fails to meet quality standards)
2 = Poor (Below quality standards)
3 = Fair (solid performance with room for growth) Meets SEMC's minimum quality standards
4 = Good (Above quality standards)
5 = Excellent (Meets international standards)

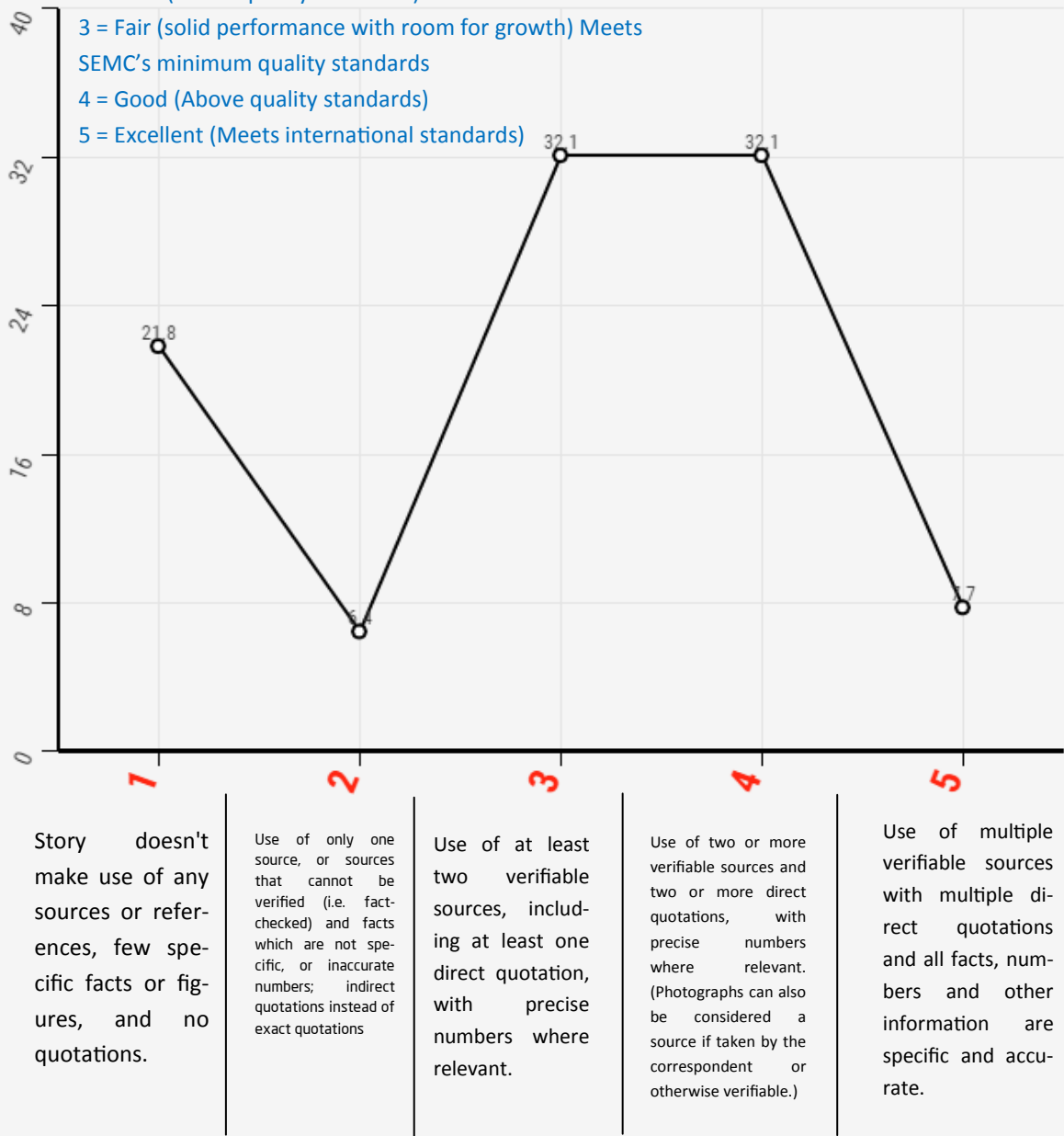| 1	2	3	4	5
Story provides no background information to enable audience to understand importance of new developments described.	Story provides only cursory background information.	Story provides adequate background information to explain context and importance of developments described.	Story provides background information to explain context of developments, includes brief background information on key people and/or brief summary of events leading to current new developments.	Story fully explains background of new developments, relevance of key personalities, sketch of relevant history or technical background, clearly setting developments described in context and stating why new developments are significant

Accuracy: facts, figures, quotations, sources

The most significant indicators of media compliance with professional ethics are use of factual news sources, taking into account the commonly quoted journalistic rule stating that" Statements of a source need confirmation from another source. So, statements of any source are not a maxim. It is therefore important to look for a second source to either reinforce and confirm the information of the first source, or refute, doubt or augment same".

News sources are "the effective figures in an event, who are interviewed or monitored by journalists, including direct show guests, or those who are quoted by newsmen. Without such sources, news items or issues will not be acceptable and newsworthy.

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1	**2**	**3**	**4**	**5**
Story doesn't make use of any sources or references, few specific facts or figures, and no quotations.	Use of only one source, or sources that cannot be verified (i.e. fact-checked) and facts which are not specific, or inaccurate numbers; indirect quotations instead of exact quotations	Use of at least two verifiable sources, including at least one direct quotation, with precise numbers where relevant.	Use of two or more verifiable sources and two or more direct quotations, with precise numbers where relevant. (Photographs can also be considered a source if taken by the correspondent or otherwise verifiable.)	Use of multiple verifiable sources with multiple direct quotations and all facts, numbers and other information are specific and accurate.

Above Graphics shows that 21,8% of monitored programs didn't provide any sources, figures or quotations, while 6,4% used unverifiable sources, unspecified facts, inaccurate figures and direct rather than original quotes.

It further showed that 32,1% used one verified source , one quotation, and imprecise figures when necessary. Also, 32,1% of these programs fared well, using more than one source for verification, more than one direct quotation and precise figures where necessary. It demonstrated that only 7,7% were professional in terms of using various sources and direct quotations, in addition determined and accurate facts and figures.

It is clear that the lots of TV shows and radio programs used one or two sources, while 28% of the programs didn't provide any source or reference-only few facts and limited figures. They didn't even provide quotations, instead providing unverifiable sources, unspecified facts, inaccurate figures, and indirect rather than original quotations.
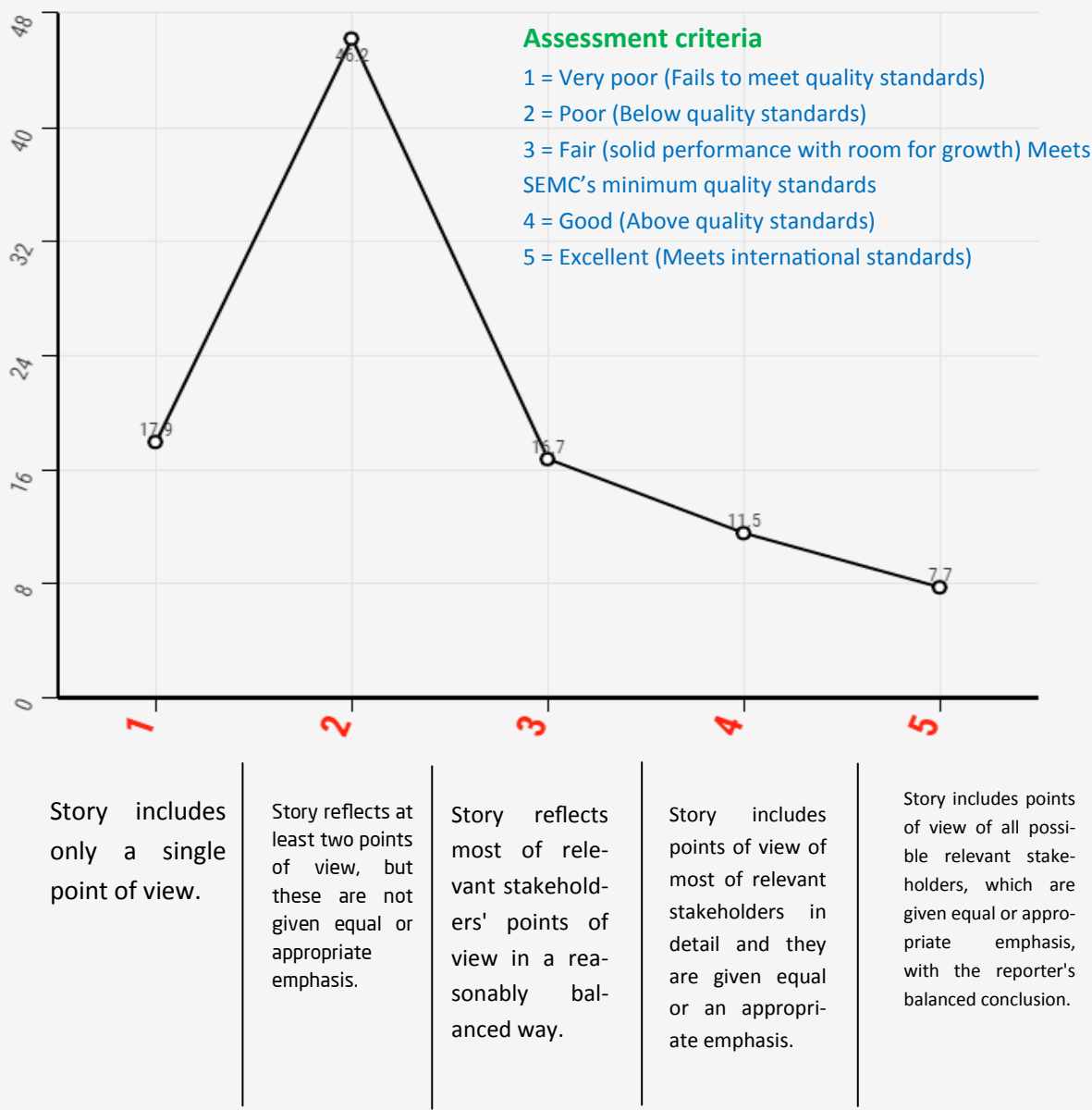
The table further showed that 30% of the programs didn't depend on sources to confirm the information mentioned in the story involved, while others rely on sources, direct quotations, and accurate figures when need be. Rarely did the monitored shows used multiple, verifiable sources, accurate figures and determined facts.

Balance: varying points of view with appropriate emphasis

Below Graphic shows that 64,1% of monitored programs didn't include the viewpoints of all stakeholders, 46,2% contained one viewpoint, while 17,9% didn't. The findings show that 16,7% of such shows included two viewpoints, but were not equally or properly highlighted. They further showed that 11,5% contained all viewpoints, which weren't properly or equally highlighted, and that only 7,7% contained viewpoints that were properly and equally highlighted.

Thus, it is obvious that the monitored shows didn't contain viewpoints, and largely adopted one viewpoint in tandem with the channel's orientations and policies. The shows didn't allow other viewpoints to be expressed as to the information mentioned in the story involved. And even if they included other standpoints, they didn't equally and properly highlighted same.

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2 = Poor (Below quality standards)
3 = Fair (solid performance with room for growth) Meets SEMC's minimum quality standards
4 = Good (Above quality standards)
5 = Excellent (Meets international standards)

1	2	3	4	5
Story includes only a single point of view.	Story reflects at least two points of view, but these are not given equal or appropriate emphasis.	Story reflects most of relevant stakeholders' points of view in a reasonably balanced way.	Story includes points of view of most of relevant stakeholders in detail and they are given equal or an appropriate emphasis.	Story includes points of view of all possible relevant stakeholders, which are given equal or appropriate emphasis, with the reporter's balanced conclusion.

Clarity: language that is easily read or understood

Table 6 shows that the language used in the monitored programs beamed by Yemeni TV channels is smooth and clear to the extent that it enables viewers to easily understand the contents of the story. In other words, profound and intricate language is never used by those channels.

Assessment criteria

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3 = Fair (solid performance with room for growth) Meets SEMC's minimum quality standards
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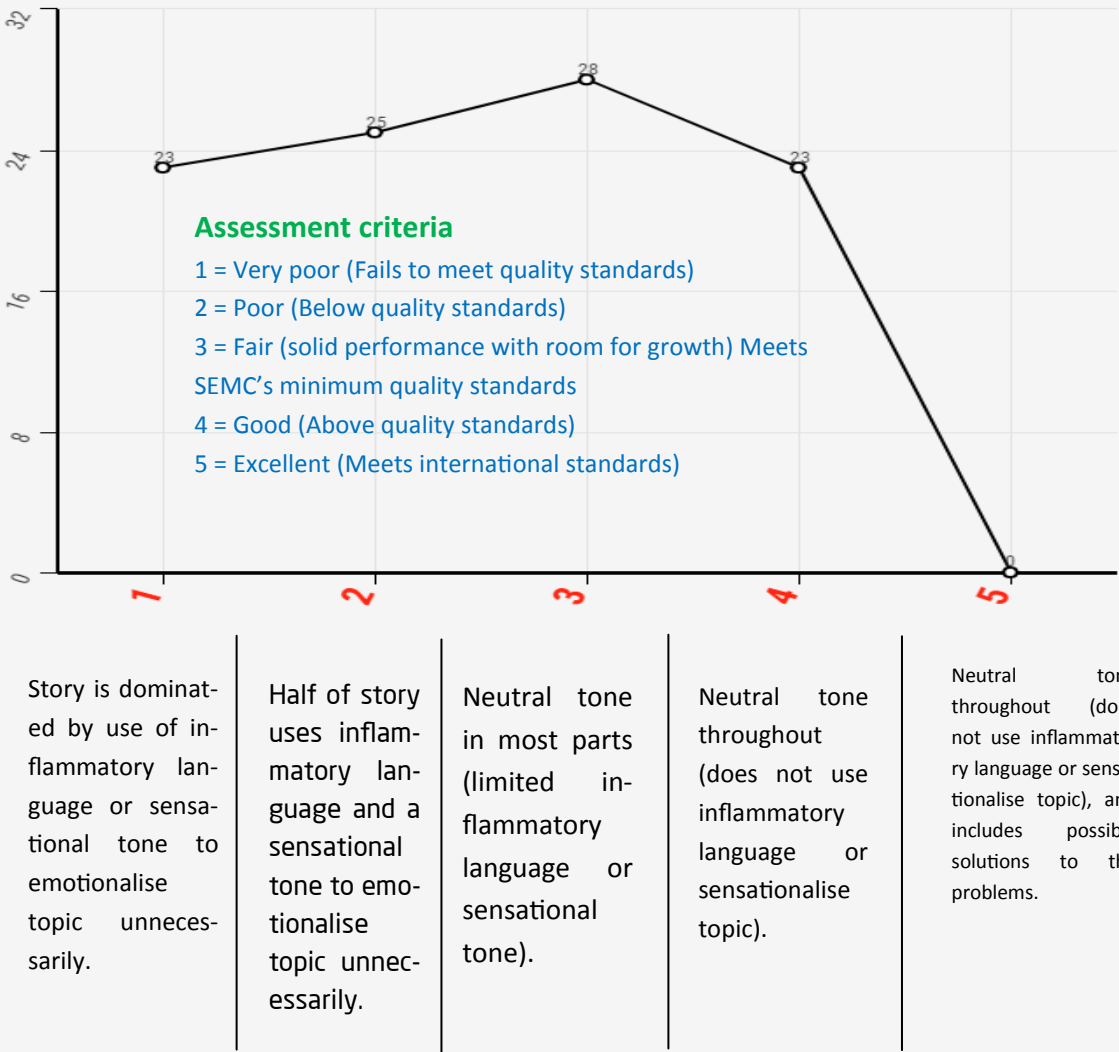| 1	2	3
Story is dominated by vague or ambiguous words and language whose meaning is not immediately obvious; use of jargon or technical terms which are not	Story is generally easy to follow and understand, but with some vague or ambiguous wording and use of specialist terms which are not properly explained.	Story reads well (TV: is easy to follow), contains straightforward explanations and descriptions to aid understanding, avoids ambiguous wording and jargon, and explains all specialist terms accu-

Conflict-sensitivity

Language and Conflict Sensitivity
The results of the analysis showed that the inflammatory language completely controlled 23% of the total monitored pro-

grams, which means that they were very poor and failed to meet the quality stand-

ards. Meanwhile, 28 of the total monitored programs were half dominated by an inflammatory language or provocative tone to add an emotional sense to the story subject without a need to do so, which means they were poor and under the quality standards.

On the other hand, the results showed that a neutral tone at most of the time of the story (limited provocative language) dominated on 28% of the total monitored programs, which is an acceptable performance in the framework of growth. Meanwhile, the inflammatory language was not used in any part by 23% of the monitored programs, which means that their performance was good.

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4 = Good (Above quality standards)
5 = Excellent (Meets international standards)

1	2	3	4	5
Story is dominated by use of inflammatory language or sensational tone to emotionalise topic unnecessarily.	Half of story uses inflammatory language and a sensational tone to emotionalise topic unnecessarily.	Neutral tone in most parts (limited inflammatory language or sensational tone).	Neutral tone throughout (does not use inflammatory language or sensationalise topic).	Neutral tone throughout (does not use inflammatory language or sensationalise topic), and includes possible solutions to the problems.

Findings

The study came up with the following key findings:

Most monitored programs provided basic information to enable listeners/viewers understand the story, but were not up to the standard required to meet professional performance criteria, which include providing full description of new developments, their kinship to key figures, explaining relevant background and history as well as the developments described in the context, and their significance.

Almost 30% of the monitored shows didn't rely on news sources in confirming the authenticity of the information mentioned in the story. A number of programs rely on sources, direct quotes, and accurate figures when the situation demands. Yet, rarely are multiple and verifiable sources, direct quotes, and accurate facts and figures used in the stories tackled through such shows.

The monitored shows didn't include viewpoints, and largely relied on just one viewpoint that fits in with the orientations and policies of the channels involved. Nor did they allow viewpoints to be expressed pertaining to the information mentioned in the story . And even if they contained other viewpoints, they didn't highlight them equally and properly.

Recommendations :-

The report recommends the followings:

⇒ Stop all violations against journalists in Yemen because of their professional work and mobilize efforts of local and international organizations to put an end for such violations.

⇒ The Yemeni media should adhere to the professional and ethical values in the media coverage of the events in order to enhance the objectivity and credibility in transferring events to the Yemeni audience.

⇒ Support and encourage the independent media outlets, which do not follow any of the conflict parties in Yemen.

⇒ Improve the quality of TV programs by enriching them with important information and details of the addressed events and linking them to the historical events of those events.

⇒ The media should strictly adhere to the accuracy in transferring information to the Yemeni audience.

⇒ The media should pay more attention to information sources and diversification in order to enhance the objectivity of the addressing and the presence of all parties to the story being addressed.

⇒ The media should provide a comprehensive, complete, non-selective information so as to include all details, sources and information.

⇒ The media should provide events with simple press templates and understandable to the recipient audience.

⇒ The media should avoid coloring the news and reports through exaggeration or selectivity that serves a single point of view during the media coverage.

⇒ The media should adhere to the credibility in transferring statements and quotations without the distortion or cut in order to modify the press story in favor of a particular side or party.

⇒ Qualify the Yemeni journalists on the standards of neutral journalism and sensitive press.

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Sources

1. National Information Center
2. SEMC's 2015 media freedom violation report
3. SEMC's 2015 media freedom violation report
4. A study on the status of Yemeni political parties by Fuad Al-Salahi and Mohammed Al-Maitami
5. Daily study of Yemeni newspapers - Dr. Abdulmalik Aldnani.