

RELEASE IN PART B7(F),B6

Scope of Work  
**Countering Extremist Rhetoric**

U.S. Embassy Amman, in coordination with the Department of State Bureau of Counterterrorism, is providing \$49,836 in FY 2015 ESF funding to [redacted] B6 [redacted] to conduct an approximately 6 month project entitled B7(F) "Countering Extremist Rhetoric- a proposal to produce 25 video and audio public service announcements (PSAs) aimed at Jordan's Youth". The country which [redacted] may engage with under the project, as appropriate, is Jordan as notified in Congressional Notification (15-297).

**GOALS**

This project will contribute to the following Bureau of Counterterrorism (CT) goals:

- **CT Functional Bureau Strategy (FBS) Goal 3:** Foreign partners are capable and willing to counter terrorism and violent extremism within rule of law framework
  - **CT FBS Objective 3.3:** Increase partner nation and civil society will and capacity in focus regions to effectively counter the drivers and tactics of violent extremist recruitment.
- **CT FBS Goal 4:** Terrorist groups are deprived of their enabling means and de-legitimized in their recruitment efforts.
  - **CT FBS Objective 4.2:** De-legitimize violent extremist narratives, messaging, and ideology in focus regions.
  - **CT FBS Objective 4.3:** Build resilience among target populations in focus regions to counter terrorist recruitment and radicalization to violence.
- **CT Levant Partnership Concept/Strategy Goal 3:** Counter ISIL and other extremist group's recruitment and radicalization in the Levant region by enhancing community engagement and counter-messaging by civil society and law enforcement.

This project will contribute to the following Jordan Integrated Country Strategy (ICS) goals:

- Enhanced regional and domestic security, particularly vis-à-vis ISIL and other extremists...

## PROJECT CONTEXT

Jordan's [redacted] will produce and broadcast 25 video/audio public service announcements. The PSAs will target Jordan's youth and will aim at providing them with alternative, positive and forward looking messages to counter the current extremism that fill the airwaves, social media and the minds of young Jordanians. Messages will focus on ways to steer youth away from radical ideologies and suggest progressive and realistic positive options available to them. B6  
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[redacted] main target group shall be Jordanian youth ages 16-25 which are proven and believed to be the most vulnerable groups in Jordan to join extremist groups such as ISIL and al-Nusrah. [redacted] will ensure that messages reach diversified youth of both genders reflecting Jordan's geography, demography, socio economic and educational differences.

## PROJECT OBJECTIVES

The project will be accountable for achieving the project-specific objectives listed below. The project will report against the indicators listed below to measure progress towards achieving its project-specific objectives.

**Objective Number 1:** Civil society participants' capacity built to use media to counter violent extremism.

- **Performance Indicator 1.1 – Output** – Number of participants drawn from civil society, disaggregated by gender.
- **Performance Indicator 1.2 – Outcome** - Number of sketch ideas created for PSAs.
- **Performance Indicator 1.3 – Outcome** – Number and quality of TV PSAs, graphic-based TV PSAs, and radio PSAs produced.

- **Performance Indicator 1.4 – Impact** – Qualitative assessment of participants’ ability to produce counter-VE media messages and campaigns independently after project period of performance.

**Objective Number 2:** Extremist ideological messages are less appealing to Jordanian youth.

- **Performance Indicator 3.1 – Output** – Number of PSA broadcast on:
  - radio stations;
  - TV stations; and,
  - social media sites.
- **Performance Indicator 3.2 – Outcome** – Change in focus group beliefs/action after viewing PSA, as determined by pre/post surveys.
- **Performance Indicator 3.3 – Output** – Number of shares and likes of PSAs on social media site
- **Performance Indicator 3.4 – Impact** - Resilience among youth populations in Center, North and South of Jordan to counter terrorist recruitment and radicalization to violence.

## ACTIVITIES

This project will start approximately around January 1, 2016 (dependent on receipt of the funds and grant) and is expected to complete around August 1, 2016.

| Activity   | Objective(s) Supported | Estimated Completion Date |
|--|------------------------|---------------------------|
| Focus Group 1 Session                                      | 1 and 2                | 2/15/2016                 |
| Focus Group 2 Session                                      | 1 and 2                | 3/15/2016                 |
| Focus Group 3 Session                                      | 1 and 2                | 4/15/2016                 |
| Production of 5 TV PSAs, 10 graphic TV PSAs, 10 radio PSAs | 1 and 2                | 6/1/2016                  |
| Release of PSAs on social media                            | 2                      | 6/30/2016                 |
| Release of PSAs to TV and radio stations for broadcast     | 2                      | 6/30/2016                 |
| Post-project survey with focus groups                      | 1 and 2                | 7/15/2016                 |

## Monitoring and Reporting

[ ] will provide U.S. Embassy Amman and CT with after-action reports following each focus group session, and a final report of the project at the conclusion summarizing outputs, reactions, and comments from the broadcasters and anecdotal evidence from youth. [ ] will also provide copies of the PSA products.

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The following will be used to monitor and evaluate the PSAs and the reactions to the PSAs:

- Three focus groups in the center, north and south of Jordan. These focus groups will measure reactions of the youth to the following points:
  - a. What concepts and messages resonate with them?
  - b. How do they want them delivered?
  - c. What has the most impact on them?
  - d. Are they motivated to undertake any action or have their beliefs been effected by exposure to the material?
- Production of :
  - a. 5 High quality TV PSAs
  - b. 10 Graphic based TV PSAs
  - c. 10 Radio PSAs
- Collection of analytical data from the outlets, web sites and social media that will broadcast the PSAs. [ ] will use special promotion targeting ages 16-25 to ensure that the target audience views and reacts to the PSAs. Online reactions and evidence, comments from the broadcaster and anecdotal evidence will be summarized and written up in a final report of the project.

## CONTENT OF PSAs

[ ] will not be able determine the exact content of the PSAs since they will be dependent on target groups as reflected in the three different focus groups. Nevertheless, if [ ] can have any influence, it will accentuate the positive content rather than respond directly to with negative content.

## U.S. EMBASSY INVOLVEMENT

U.S. Embassy Amman, Public Affairs Section, will participate in focus groups and advise [redacted] on content and compliance with Department of State Foreign Assistance policy regarding the Establishment Clause. Public Affairs Section will approve PSA material before final production. B6 B7(F)

## COORDINATION

[redacted] will coordinate with [redacted] to integrate some youth groups as appropriate in advisory groups for the development of PSAs and possibly allow the use of the PSAs as a tool in local community outreach by [redacted] and the other related projects.

[redacted] will include representatives from the Government of Jordan involved in counter messaging as observers, such as Ministry of Waqf and security apparatus.

## IMPLEMENTATION

[redacted] propose the following key persons to work on this project:

- [redacted] Program supervisor and guide the effort
- [redacted] Creative director for the project
- [redacted] Coordinate the project administratively
- [redacted] Youth and media adviser

Budget - see attached excel sheet

**NOTE:** This Scope of Work is based on recipient's original proposal dated April 2015 and revised November 25, 2015, which is incorporated by reference. In the event of any discrepancies, this Scope of Work takes precedence.