

Jordanian Radio Station Team To Train At WKU

January 16, 2007

Bowling Green, Ky. - Two staff members of a Jordanian radio station will begin training at Western Kentucky University on Jan. 22.

The training will be part of the International Journalism and Media Management Training (IJMMT) program at WKU in partnership with Yarmouk University in Jordan. Yarmouk University and IJMMT built the first student-oriented radio station in Jordan. Broadcasting from the campus located in Irbid in northern Jordan, the station signed on in September 2006 and the upcoming training session expands on the human resource development as Yarmouk FM moves toward self-sustainability.

Mansour Al Twal manages the technical operations and will work with WKU faculty and staff to on the technical and operational management of radio stations in the U.S., including two radio stations at WKU and several commercial radio stations in the area. Adma Abu Sha'ar serves as the sales and marketing manager of Yarmouk FM. Through peer-to-peer training in radio marketing, the session will focus on radio station marketing and public awareness as well as techniques to build advertising for the radio station.

After the 10-day series of workshops, the Jordanian team will travel to Washington, D.C., before returning home.

The IJMMT helps strengthen the capacity of local journalism to report on issues of interest and importance. The program is managed by WKU's Department of Educational Telecommunications. This current program is funded by a grant from the U.S. Department of State Bureau of Democracy, Human Rights and Labor. Sen. Mitch McConnell (R-KY) recognized the collaborative possibilities of Western and Internews and was instrumental in bringing the partners together and in the continuing support for this program.

More WKU news is available at www.wku.edu. If you'd like to receive WKU news via e-mail, send a message to WKUNews@wku.edu.

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