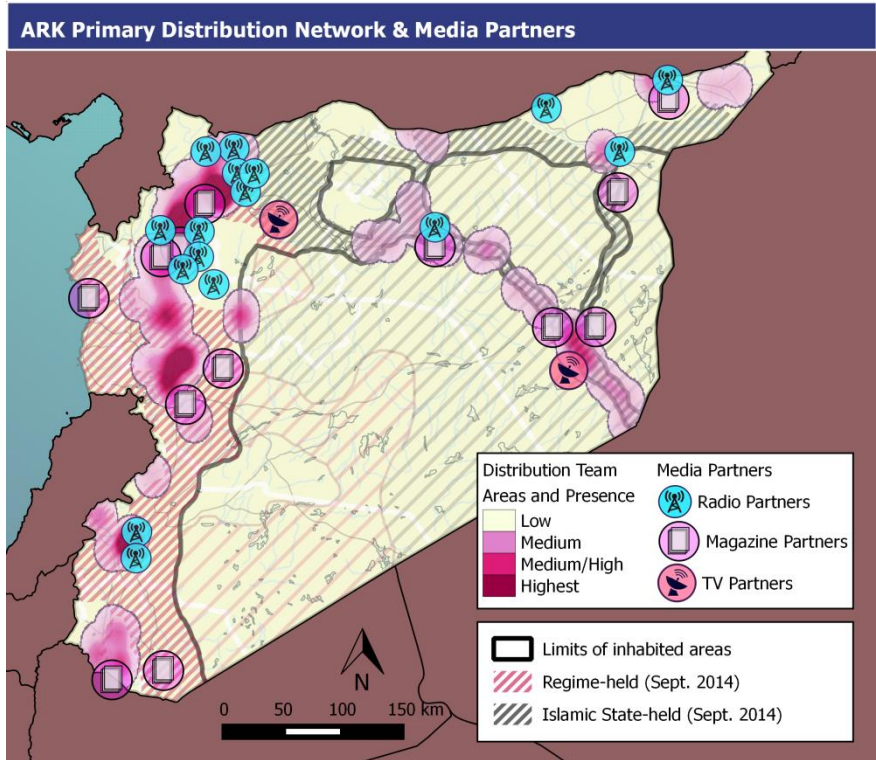


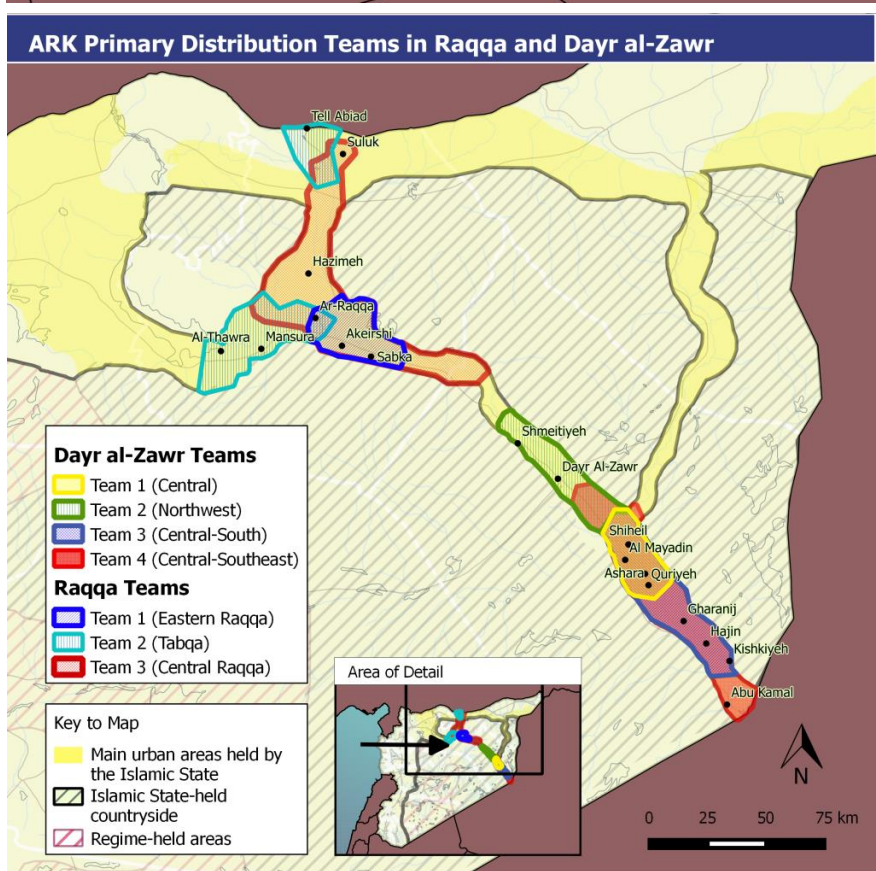
Print media distribution.

ARK's exclusive focus on programmatic activity and investment in Syria since 2012 has enabled it to develop and access an extensive network of contacts, which can be used both to gather raw material for products as well as distribution. ARK's distribution network for print products inside Syria covers nine governorates and includes 17 distribution teams. Over the last six months, 668,600 print products have been distributed inside Syria including CVE posters, flyers, informative booklets, activity books and other campaign-related materials.



Risk-sensitive distribution mechanisms.

Distribution methods are constantly reviewed in light of the situation on the ground. As an example (map, right), ARK have distribution teams in ISIL-controlled areas that provide regular feedback on how best to reach target audiences with products. In order to mitigate the risk to team members on the ground in these difficult areas, ARK employs a system of completely separate distribution teams with no knowledge of each other and with each team distributing different content. This is in order to facilitate continuity in the event of any incident or inability to operate due to the security environment. It also prevents cross-contamination in the event of hostile action by ISIL.



Campaign in support of the AFP
 1x AFP access booklet = 9,500
 5x supporting posters = 15,000
 3x PSAs = Aleppo Today TV
 1x documentary = Orient TV
 1xAFP Media Office skills training

63,000 children's UXO advice activity booklets distributed inside Syria (2013/14)

Opposition Media Outlets. In addition to print materials, ARK's support to various alternative/opposition media outlets, and relationships with others, means that ARK now has access to a broad network for placement of products. ARK has provided regular branded and unbranded content to key pan-Arab and Syria-focused satellite TV channels such as Al Jazeera, Al Arabiya, BBC Arabic, Orient TV, Aleppo Today, Souria al-Ghadd, and Souria al-Sha'ab since 2012; in 2014, ARK-provided content aired almost every day on pan-Arab platforms.

Similarly, targeted products have been regularly placed across a network of community magazines and FM radio stations inside Syria which speak directly to local communities, as well as to the diaspora via their online presence. The magazines have a presence in 10 governorates, while the radio network broadcasts in seven (though coverage is not universal). ARK sponsors a one-stop smartphone app that collates broadcasts from a range of Syrian radios in order to encourage cross-over from those used to listening to a sole outlet.

Active Network of Contacts and Stringers.

Relations with Syrian civil society organisations and civic institutions such as the police service, local councils and civil defence teams have also allowed ARK to use these networks for distribution of campaign materials as appropriate. This network spans the country. ARK's 61-strong stringer network also has a presence in 11 governorates, and stringers have been used for dissemination, where appropriate, alongside their primary function of content provision.

