



Nart Tv, a window for the Circassian Nation

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KUIBAN
NGO

Kuban Company for Development Training,

- ▶ Kuban, the operator of NART TV was established on March 29th 2017 as a limited liability not-for-profit company, and was registered at the Jordan Ministry of Industry and Trade under the number (687).
- ▶ Kuban's main areas of interest are to support economic projects through the organization of international conferences and trade exhibitions and organize training workshops and visits to other countries for tourists and business people.



Kuban's areas of activity

The following are the main activities done by Kuban since its establishment:

- ▶ Creating contacts and networking with officials and business community in Turkey and the North Caucasus.
- ▶ Organizing numerous training workshops on scientific research and writing of dissertations, economy, marketing and business administration.
- ▶ Organizing a yearly trip for the youth to Turkey and participate in youth summer camps at the Circassian villages of Kfar Kama and Reihaniyya in Israel to enhance relations and networking between Circassian youth.
- ▶ Organizing seminars and musical performances and meetings of social and charity nature to enhance relations with the Circassian general public.
- ▶ Organize economic seminars.
- ▶ Hosting of business people, intellectuals and artists.
- ▶ And, most importantly: operation and maintaining the broadcast of the only Circassian TV channel in the world, NART TV.





N.A.R.T.

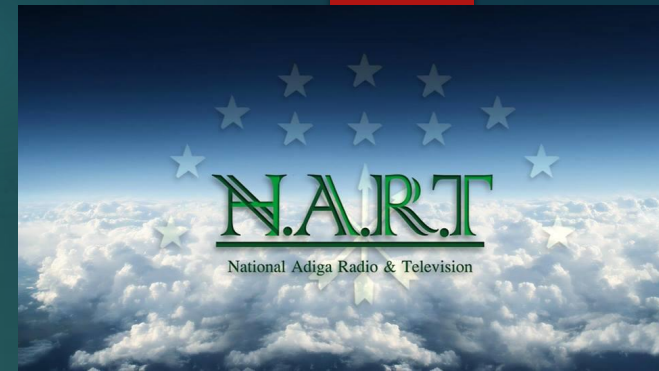
National Adiga Radio & Television

Nart TV, the Circassian TV Channel:



- ▶ The Circassian TV Channel was established and started airing its programs in the Circassian language in July 2008 as an independent channel broadcasting to the world on the satellite and through “Streaming” on the Internet.
- ▶ The estimated number of viewers of the channel is around 300 thousand mainly of Circassians, Chechens, Daghestanis and other descendants of the North Caucasus in Jordan, Syria, Israel, and about 15 million potential viewers spread over Turkey, Europe, North America and the North Caucasus and other parts of the Russian Federation.

Nart TV's program focus



- ▶ Musical and artistic performances, competitions, and exhibitions and objective entertainment programs.
- ▶ Talk-shows with Circassian artists, intellectuals, business people and public figures and show examples of their achievements.
- ▶ Documentaries and feature films that deal with Circassian subjects.
- ▶ Programs about public events that interest the Circassian Community and news from Circassian institutions.
- ▶ Special focus on educative programs on Circassian language, culture and customs.
- ▶ Programs for the children and the youth, and events that involve the young.

Our vision



- ▶ To reach the descendants from North Caucassian Nations, especially the Circassians throughout the world.
- ▶ Support and encourage those Circassians who excel in science, culture, business and public achievements and help them in exhibiting their work.
- ▶ Spread the culture of work in media and television, and help young professionals who are capable in enhancing and exhibiting our culture and values in finding jobs in TV production and media organizations.

Our mission



- ▶ Produce and broadcast TV programs that aim to gather Circassian communities around the world and contribute to the creation of social, economic and cultural ties and sustain cooperation among them.
- ▶ Contribute to continuing ties between peoples from North Caucasian origin and their national cultures and languages.
- ▶ Orientate the efforts and thought of the peoples descending from North Caucasian origin to better contribution to the economic, social and cultural developments in the countries where they live.
- ▶ Enhance the roles of the North Caucasian peoples in the cooperation and collective work between the nations and communities of their residence and to their national homeland.
- ▶ Play an effective role in the preservation and development of the national heritage:-languages, history and cultural values of the North Caucasian nations.

Our objectives



- ▶ Sustain the continuation of broadcast of NART TV and improve its programs and reachability to a wider population of viewers.
- ▶ Versification of the viewer population of the channel around the world.
- ▶ Open employment chances for qualified young men and women in jobs related to journalism and TV production.
- ▶ Create a media outpost that may contribute to the preservation and development of the national cultural heritage of the Circassian nation and strengthen cultural, economic and social bonds with other nations and communities.



Nart Tv SWOT Analysis

Strengths



- ▶ Having a TV channel that is considered the only Circassian TV station worldwide.
- ▶ Having a unique archive of programs on Circassian life and heritage, and TV production equipment and trained manpower to operate them.
- ▶ Having a recipient population of viewers and supporters of the channel worldwide.
- ▶ Having an international reachability to viewers around the world through satellite transmission and internet streaming.

Weaknesses

- ▶ Limited capital and cash flow.
- ▶ Limited marketability.
- ▶ Lack of a unified viewer community as they live in different countries using versified receiver platforms and regulations.
- ▶ Non unified viewer community using different state languages.



Opportunities



- ▶ Increase the **potential market** internationally, especially to countries like Turkey and the Russian Federation.
- ▶ Increase **marketing and** create **fund raising activities** that are profitable and minimize activities that bring no funds.
- ▶ More investment in good skills in journalism, business development and public relations, technical TV production and program research and development.
- ▶ Increased awareness among the Circassian communities around the world and need for media coverage.

Threats



- ▶ Limited ability to create sufficient funding.
- ▶ Limited ability to employ skilled staff.
- ▶ Prohibitive regulations put forward by authorities and circles that consider the channel non-complying to their policies.

Nart Tv potential markets



In the coming years we will concentrate our **reachability coverage** to confer with communities of Circassians and other friendly communities that are concerned with viewing news, cultural programs, social events related to the Circassians. Especially the following populations of viewers:

- ▶ **Jordan** 150 thousand viewers.
- ▶ **Syria** 150 thousand viewers.
- ▶ **Lebanon, Egypt, Iraq, Lybia** and other Arab states 50 thousand viewers.
- ▶ **Kfar Kama and Reihaniya** 10 thousand viewers.
- ▶ **Turkey** 3 million viewers.
- ▶ **North Caucasus and RF** 3 million viewers.
- ▶ **Europe** 70 thousand viewers.

Work strategy



- ▶ Create **work ties with** partners in **countries with significant Circassian Population.**
- ▶ Pursue **technical and regulatory possibilities** to improve signal strength and reachability to wider regions.
- ▶ Prepare and broadcast **programs** for Circassians in **different languages** to address communities in their language of use.
- ▶ Prepare programs that **concern and touch upon** the **interests of specific Circassian populations and regions.**
- ▶ Attract local supporters and potential financiers in different regions and communities through the preparation of programs that reflect their concerns and interests.
- ▶ Prepare divers programs of entertainment, cultural, social and nature, and programs that help develop personal skills and opportunities.

What can this international Circassian conference provide to NART TV



- ▶ **Create contacts, networking and cooperation protocols** with organizations that share the same values and ambitions of the Circassian Nation on a community, country or regional basis.
- ▶ Provide NART TV with **expert views** on technical, operations and content that may be used to improve the performance of the channel.
- ▶ **Include NART TV**, plans and ambitions in any **resolutions** that result from the conference.

Contact us at these addresses:



- ▶ To follow NART TV at the Mobile go to Play Store/NART TV
- ▶ Also as Internet channel on:
<http://www.jascotvstreaming.com/narttv>
- ▶ For more info please contact: Dr. Basel Haj Tas:, telephone +962795059589 email: basel_tas@yahoo.com
- ▶ Facebook page: <https://www.facebook.com/Nart4tv/>

The logo features the acronym 'N.A.R.T.' in a stylized, green, serif font with a 3D effect. The letters are arranged in a single line. Above the letters, there are several light blue stars of varying sizes, some appearing to float in the sky. Below the letters, a thick green horizontal line is present. Underneath this line, a sunburst or starburst graphic is visible, with rays pointing upwards and downwards. The background of the entire image is a blue sky with a layer of white, fluffy clouds.

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Thank you
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