



**MINISTRY OF FOREIGN AFFAIRS
ISRAEL'S NATIONAL AGENCY FOR INTERNATIONAL COOPERATION - MASHAV**

**International Workshop on
MEDIA STRATEGIES FOR SOCIAL CHANGE
In Cooperation with The National Commission for : UNESCO
*19 - 30 October, 2009***

**THE GOLDA MEIR MOUNT CARMEL INTERNATIONAL TRAINING CENTER (MCTC)
POB 6111, 31 060 Haifa, Israel Tel: 972-4-8375904; Fax: 972-4-8375913
e-mail: mctc@mctc.co.il
<http://mashav.mfa.gov.il>**

ABOUT MASHAV

Israel's Center for International Cooperation, known as MASHAV in its Hebrew acronym, was founded in 1959 as part of the Ministry of Foreign Affairs. It is responsible for initiating and implementing Israel's development cooperation program worldwide. MASHAV aims at transferring the expertise and technologies which have assisted Israel on its own path to development to other countries.

Today, Israel cooperates with over 140 countries, providing training in Israel and abroad, operating on-site demonstration projects and building medical infrastructure in partner countries. MASHAV is active in fields ranging from agriculture to medicine and from community development to entrepreneurship.

ABOUT MCTC

The Golda Meir Mount Carmel International Training Center (MCTC) was founded in 1961 to assist in the training of women engaged in community work in the newly emerging states.

Since the opening of the Center, more than 13,500 participants from 148 countries of Asia, Africa, Europe, Latin America, the Middle East, Oceania and the Caribbean have attended 400 courses and workshops, and 24 seminars for women leaders. In addition, MCTC staff conduct between 20 to 25 on-the-spot workshops each year, for hundreds more trainees in different locations throughout the world.

In each training program there are from 25 to 30 women and men from 10 to 27 countries. Usually two workshops are conducted concurrently in different languages (English, French, Spanish, Russian or Arabic).

Three principal subjects are studied at MCTC: **Community Development, Early Childhood Education and Organization and Management of Microenterprises.**

The Center is located on Mount Carmel in Haifa. The building consists of living accommodation, classrooms, recreation and dining facilities. A library specializing in education, social sciences and humanities and a computer laboratory with internet access serve the participants.

MCTC enjoys the active cooperation of a number of governmental and non-governmental organizations, development authorities and international women's organizations.

INTRODUCTION

Media have become powerful instruments, taking on a wide social role, conferring status on public issues, people, organizations and social movements.

Research testifies that the standing of social policies is raised when they are delivered by people who command favorable attention in the media. Media exposure legitimizes the status of individuals, groups and their causes.

This presents managers of government and grassroots organizations, as well as journalists and public relations officers with new challenges to obtain additional knowledge on the use of media, telecommunications etc. as tools to expose audiences to their views and to enlighten public opinion concerning social policies and services.

During this workshop the participants will analyze the impact of the media on public opinion, politics and setting the political agenda. They will have the opportunity to exchange experiences and ideas on the concepts, programs and methodologies applied in their countries and in Israel.

OBJECTIVES

On completion of the workshop, the participants will have:

- ✓ analyzed the role of media as a tool for social change
- ✓ examined communication theory and advocacy journalism as tools for changing public opinion
- ✓ made an analysis of relevant case studies
- ✓ use of media in the participants' countries, using print and video material
- ✓ become familiar with the various uses of media in different organizations in Israel

ADMISSION REQUIREMENTS

The workshop is designed for 26 to 30 women and men between the ages of 30 and 50, who hold positions as journalists, television presenters reporting on socio-economic issues, public relations officers in service, governmental and non-governmental organizations, and planners of media strategies for grassroots organizations.

Candidates are expected to have academic training or equivalent professional training in relevant subjects, with at least 7 years of practical experience. They should be presently engaged in promoting socio-economic issues through the media.

Familiarity with Windows and Office and a good command of written and spoken English are essential.

WORKSHOP PROCEDURE

Participants reside at MCTC and the studies are intensive. Five to six days a week are devoted to classroom study and observation visits. Saturdays and/or Sundays are often spent on assignments or on excursions to places of historical or religious interest, or on study visits.

The themes will be presented in the form of lectures and discussions by professionals in the field, university lecturers and researchers. These will be complemented by observation visits to relevant institutions.

Participants are expected to make significant contributions to the Workshop by becoming actively involved and sharing their experiences and ideas with their colleagues. They will be required to make a presentation on their work, describing their organization and specific media-related programs that they are involved in, bringing with them written articles and /or video films. They will also write articles and/or film a short documentary on an issue of relevance to them, as a final group project.

Participants are asked to bring with them audio, video and written material from their organization and their country, which will be used as case study material during the Workshop.

PROGRAM OF STUDIES

The following subject areas will be examined:

1. The Media, Public Opinion and Politics:

- ✓ Journalism as a force for social change
- ✓ Theoretical models of communication, media effects and charisma
- ✓ Social responsibility and advocacy journalism
- ✓ Increasing citizens' awareness through media technologies

2. Media and the Community

- ✓ Use of media in promoting social change
- ✓ Public relations
- ✓ Use of media in mobilizing support for special interest groups

3. Practical use of Internet for the Media

- ✓ Online databases
- ✓ Digital media

4. Lectures by Participants

Participants are required to make a presentation during the Workshop, describing programs/projects under their auspices that are relevant to the Workshop.

5. Observation Visits

Visits will be made to private and public media institutions and human service organizations.

CERTIFICATE

Upon completion of the Workshop, the graduates will receive a certificate confirming their attendance and active participation and fulfillment of the final group assignment.

APPLICATION

Application forms should be obtained from Israeli Diplomatic and/or Consular Representatives serving the applicant's country and returned to them, completed, and together with recommendations from appropriate authorities, not later than 15th August, 2009, for forwarding to MASHAV and MCTC.

ITEMS COVERED BY THE SCHOLARSHIP

Studies:

Lectures, field visits, written study material and use of the library and internet.

Accommodation:

Two students to a room (linen, hot water, heating).

Full Board

Cultural and Social Activities:

Excursions to historical and religious sites.

Health Services:

Medical insurance covers medical services and hospitalization in case of emergency. It does not cover the treatment of chronic or serious diseases, specific medications taken by the participant on a regular basis, dental care, eyeglasses, or the period of pregnancy. The Health Authorities recommend that visitors to Israel make sure they have been inoculated against tetanus in the last ten years.

Miscellaneous:

- Newspapers and periodicals
- Laundry facilities on the premises.
- Participants are responsible for all other expenses

Travel:

International travel fares are the responsibility of the candidate or his/her sponsoring organization. Passport and Visa Passports must be valid for the period of the workshop and include an entry visa into Israel. Two additional passport-size photographs are also required for various documents.

Booking

The date and flight number of the booking to Israel must be confirmed to assure arrival **before** the opening of the course, on 19th October, 2009.