

International Workshop on  
**MEDIA STRATEGIES FOR SOCIAL CHANGE**  
 In cooperation with Israel's National Commission for UNESCO



The Golda Meir Mount Carmel  
 International Training center ( MCTC )  
 Haifa, Israel



הוועד הלאומי לאונסקו  
 ISRAEL NATIONAL  
 COMMISSION FOR UNESCO  
 اللجنة الإسرائيلية لليونسكو



Israel's Agency for International  
 Development Cooperation



**November 1-18, 2011**

The Golda Meir Mount Carmel International Training Center (MCTC)  
 Israel's Agency for International Development Cooperation - MASHAV  
 Ministry of Foreign Affairs, Jerusalem

## PROGRAM OF STUDIES

The following subject areas will be examined

### The Media, Public Opinion and Politics

- Journalism as a force for social change
- Theoretical models of communication
- Social responsibility and advocacy
- The revolution of social media

### Media and the Community

- Media promoting social change
- Environmental media
- Use of media in mobilizing support

### Practical use of Internet for the Media

- Online databases
- Digital media
- Web 2.0

### Panels and Lectures by Participants

Participants are required to participate actively and share their knowledge and experiences as facilitators in presentations, debates, panels and forums during the Workshop, describing programs or projects under their auspices that are relevant to the Workshop.

### 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.



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 and telecommunications 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. In addition the workshop will relate to the issue of environmental media, and analyze the role of mass media in our awareness and response to environmental problems.

## 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
- explored the use of Web 2.0 techniques as a low cost support for broadcasting, empowering, branding, mobilizing, and fostering community-driven development projects, events and causes
- become familiar with various uses of media in different organizations in Israel



# MEDIA STRATEGIES



## ADMISSION REQUIREMENTS

The workshop is designed for up to 30 women and men who hold positions as journalists, television presenters reporting on socio-economic issues, public relations officers in service in 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 5 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.

## HOW TO APPLY:

You can find the application form by clicking on the following

Word format: <http://www.box.net/shared/ro9f1mszgr>

Pdf format: <http://www.box.net/shared/1j4oeo7yae>

***Application forms should be sent to the nearest Israeli mission serving the applicant's country. They are to be submitted no later than September, 8, 2011.***

***An additional copy of the application must be sent to Liat Baron at MASHAV [Liat.Baron@mfa.gov.il](mailto:Liat.Baron@mfa.gov.il), Anna Andrachnik at MCTC [anna@mctc.co.il](mailto:anna@mctc.co.il)***



## 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 1 November, 2011.

The Golda Meir Mount Carmel International Training Center



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twitter



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MCTC focuses on three areas of study:

**C**ommunity Development, including NGO and Community Service Management, Crisis Intervention; Trafficking of Women, Child Abuse, Care of the Elderly, Media Strategies for Social Change, Rehabilitation within the Community, Special Needs of Women and Youth at Risk, Local Government and Socio-economic Development, Trauma Counseling

**M**icro-enterprise Development, including Organization and Management, Micro-credit, Support Systems and Rural Tourism, all with an emphasis on women entrepreneurs; Entrepreneurship for Youth as a Tool for Poverty Alleviation; Information and Communication Technology (ICT)

**E**arly Childhood Education, including teacher-training methodologies for trainers, children with special needs, parental involvement, emergent literacy, science and technology, music and art, bilingualism, aspects of holistic infant development for doctors, psychologists and community workers; care and support of children affected by HIV/AIDS

## About MASHAV

Israel's Agency for International Development Cooperation  
Ministry of Foreign Affairs

Israel's Agency for International Development, Cooperation known as MASHAV, was founded in 1958 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, MASHAV cooperates with over 140 countries, providing training and capacity building programs in Israel as well as 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

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 newly emerging states in Africa and Asia. MCTC functions in the framework of MASHAV and enjoys the active cooperation of a number of governmental and non-governmental organizations, development authorities and international women's organizations.

Since the establishment of MCTC, more than 17.000 participants from 148 countries in Asia, Central Asia, Africa, Europe, Eastern Europe, Latin America, Middle East, Oceania and the Caribbean have attended over 480 capacity building programs and workshops, and 27 International Seminars for Women Leaders conducted in Israel. In addition, MCTC conducts training and institutional capacity building programs in partner countries throughout the developing world .