

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



Israel's Agency for International
Development Cooperation



March 4—March 21, 2013

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 Policy Making

- Mass media as a force for social change
- Models of communication
- Social responsibility and advocacy
- The social media revolution

Media and the Community

- Media promoting social change
- Social campaigns via the media
- Use of the media in mobilizing support

Practical use of the Media

- Marketing social causes through the media
- Digital media
- Documentary films

Panels and Lectures by Participants

Participants are required to participate actively, sharing 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 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 journalists reporting on social issues and media experts in grassroots organizations with new challenges; to acquire additional knowledge about the use of media and telecommunications as tools to expose audiences to new views; to enlighten public opinion concerning social issues and problems.

During this workshop the participants will analyze the impact of the media on public opinion and setting the social 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
- Examined and experienced various tactics and techniques for designing and implementing media strategy
- Become familiar with the various uses of media in different organizations in Israel



MEDIA STRATEGIES



ADMISSION REQUIREMENTS

The workshop is designed for up to 30 women and men between the ages of 30-55 who hold positions as journalists and media experts working in government and grassroots organizations dealing with socio-economic issues, planners of media strategies for grassroots organizations, and trainers of trainers.

Candidates are expected to have academic training or equivalent professional qualifications 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 digital media 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 other media experts. 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.com/s/qi4pvkozeu92lhc79zy5>

PDF format: <http://www.box.com/s/ogfo5sb3nap5540d95yo>

Or on our website: www.mctc.co.il

Application forms should be sent to the nearest Israeli mission serving the applicant's country. They must be submitted no later than January 1, 2013.

Additional copies of the application must be sent to Liat Baron at MASHAV: Liat.Baron@mfa.gov.il, and to Shachar Re'em at MCTC: shachar@mctc.co.il



MEDIA STRATEGIES FOR SOCIAL CHANGE

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, air conditioning).

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

- 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 workshop, on March 4, 2013.

The Golda Meir Mount Carmel International Training Center

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Email shachar@mctc.co.il, anna@mctc.co.il

www.mctc.co.il



Application Form:

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MCTC focuses on three areas of study:

Community 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

Micro-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)

Early 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, Ministry of Foreign Affairs, is responsible for the design, coordination and implementation of the State of Israel's worldwide development cooperation programmes. Since its inception in 1957, MASHAV has strived to share with the rest of the developing world the know-how and technologies which provided the basis for Israel's own rapid development. MASHAV started as a modest program, focused on grassroots-level human capacity building, at a time when Israel itself was still very much a developing country. It has since blossomed into an extensive program of cooperation throughout the developing world, with the aim of promoting poverty alleviation and sustainable development.

About MCTC

The Golda Meir Mount Carmel International Training Center

The Mount Carmel International Training Center was founded by Golda Meir in Haifa in 1961. MCTC was the first of its kind in the domain of women's empowerment and since its inception has had a profound influence on both individuals and the policy arena. MCTC endeavours to provide professional women and men from developing countries and transitional societies with the necessary tools for women's empowerment. It aims to enable women to contribute to the socio-economic development processes of their communities and consequently advance their status. To this end, MCTC conducts training activities, both in Israel and overseas, to advance women's participation in public life.

To date, over the 52 years of MCTC's existence, almost 19,000 women and men from over 150 countries have benefited from hundreds of training activities. Today, many of them hold key positions at the local or national level, or within United Nations development agencies.