

SEMINARS

As part of its project on *Dialogue and Education for a Continued Palestinian Presence in East Jerusalem*, which aimed at providing selected participants with the necessary knowledge and skills to strengthen, keep and develop the existence of Palestinians and their institutions in the city, PASSIA organized and conducted a second training program focusing on media and communication skills (the first one, on Advocacy and Lobbying, took place in 2016).

PASSIA TRAINING PROGRAM ON MEDIA & COMMUNICATION, 16-19 FEBRUARY 2017

The seminar on *Media and Communication* aimed to enhance the capacity and effectiveness of Palestinian activists from Jerusalem to successfully formulate communication and public relations strategies, make winning presentations, plan media events, and communicate effectively.

■ Course Outline

1. Preparation

In November/December 2016, PASSIA began to plan the training program, which was advertised in the local press during January 2017. Notification was also given to national institutions such as NGOs, youth and research centers.

2. Participant Selection Procedure

By the deadline of 25 January 2017, PASSIA had received a large number of applications from all over the Palestinian Territories. Of these, shortlisted candidates were invited for interviews. In line with PASSIA policy not to interfere in the selection process, Mr. Saad Halawani, Society Programme Manager at the British Council, was commissioned to conduct interviews in early February 2017. Altogether, 34 of the applicants were selected to participate in the training program.

3. Reading Period

Following their selection, participants received preparatory reading material to become familiar with the background of the seminar (situation in Jerusalem) beforehand. With this, they also received the following writing assignment that had to be sent to PASSIA by latest 14 February 2017:

Please describe on 1-2 pages (in either Arabic or English) a media/communication-related activity you or your organization have/has participated in or you are otherwise aware of and assess whether or not these were successful and if not, why not.

4. Lecture Program

From 16-19 February 2017 a series of presentations, lectures, workshops and exercises were given by experts in their respective fields. The participants were encouraged to relate what they learned to their own work.

5. Certification

At the close of the program, participants who performed all required tasks received a certificate affirming their successful participation in the training program.

■ **Lecture Program:**

DAY ONE: Thursday, 16 February 2017

9.00-9.30 Welcoming Address / Opening Remarks
HE Ms. Pirkko-Liisa Kyöstiä, Head of the Finnish Representative Office, Ramallah
Dr. Mahdi Abdul Hadi, Chairman of PASSIA, Jerusalem

Jerusalem – Why it Matters

9.30-10.30 Jerusalem: Historical and Religious Significance
Dr. Nazmi Jubeh, Professor of History and Archaeology, Birzeit University

10.30-12.00 Palestinian Leadership in Jerusalem – Past and Presence
Dr. Mahdi Abdul Hadi, Chairman of PASSIA, Jerusalem

12.00-12.15 Break

12.15-13.15 Jerusalem in International Relations
Fouad Hallaq, Negotiations Support Unit, PLO
Negotiations Affairs Department



13.15-14.15 Lunch Break and walk to the Palestine Heritage
Museum at the Dar Al-Tifl compound

14.30-16.00 Cultural Heritage (ways of living, customs, practices,
places, objects, and values)
Khaled Khatib, Director, Palestine Heritage
Museum, Jerusalem



DAY TWO: Friday, 17 February 2017

9.15-10.00 Threats to the Palestinian Identity, Narrative and Presence in Jerusalem - I
(Housing & residency rights, discrimination in development & infrastructure, land & settlement, economy and poverty, health & education, other human rights violations, etc.)
Nisreen Alayan, lawyer and researcher

10.00-10.45 Threats to the Palestinian Identity, Narrative and Presence in Jerusalem - II
Nisreen Alayan, lawyer and researcher

10.45-11.00 Break

11.00-12.00 The Use of Media in Advocacy
Randa Siniora, General Director, Women's Center
for Legal Aid and Counseling (WCLAC), Jerusalem



12.00-13.00 Debating Skills: Introduction to the Debate
Monther Abu Ramoz, PalVision, Jerusalem

13.00-14.00 Lunch

14.00-16.00 Debating Skills: Debating content / Arguments / Rebuttal
Monther Abu Ramoz

DAY THREE: Saturday, 18 February 2017

Audiences and tools:

with **Ramsey G. Tesdell**, Program Director, Arab Reporters for Investigative Journalism, Amman, Jordan; Partner and Founder of the podcast platform, Sowt, freelance Fundraising and Media Consultant, Amman; Co-founder of the online magazine 7iber.

- 9.15-10.00 Audience analysis
- *Examining how your audience communicates*
- 10.00-10.45 Reaching your audience - tools
- *What tools do they use?*
 - *What methods are free?*
 - *What is affordable, and what are expensive methods in reaching your audience?*
- 10.45-11.00 Break
- 11.00-12.00 Social media strategy
- Facebook | Twitter | Youtube | SnapChat + chatting apps | Instagram | Others*
- 12.00-13.00
- Press releases | Fact sheets | Media contact lists*
- 13.00-14.00 Lunch
- 14.00-15.30 Contd.



DAY Four: Sunday, 19 February 2017

Storytelling and Advocacy

with **Ramsey G. Tesdell**

- 9.15-10.00 Examples of storytelling
- In an advocacy setting | in journalism | in a professional setting*
- 10.00-12.30 Developing plans
- *Audience + tools = plan*
 - *Developing a specific plan for your specific audience*
 - *Being an "expert" on tools*
 - *Presenting the your plans + peer critique*
- 12.30-13.30 Developing plans, Continued
- 13.30-14.15 Lunch
- 14.15-15.15 Developing plans, Continued
- 15.15-15.30 Wrap up of the seminar



■ **Lecturers:**

Dr. Mahdi Abdul Hadi, *Chairman of PASSIA, Jerusalem.*

Munther Abu Ramoz, *Program Manager, Palvision, Jerusalem.*

Fouad Hallak, *Researcher Negotiations Support Unit, Ramallah.*

Nisreen Alayan, *lawyer and researcher.*

Randa Siniora, *General Director, Women's Center for Legal Aid and Counseling (WCLAC), Jerusalem.*

Khaled Khatib, *Director, Palestinian Heritage Museum, Jerusalem.*

Dr. Nazmi Jubeh, *Professor of History and Archaeology, Birzeit University.*

Ramsey George Tesdell, *Program Director, Arab Reporters for Investigative Journalism, Amman, Jordan; Partner and Founder of the podcast platform, Sowt, freelance Fundraising and Media Consultant, Amman; Co-founder of the online magazine 7iber.*

■ **Participants:**

Osama Abu Arafah, *Project Manager, Ru'ya (Palestinian Vision).*

Sawsan Abu Sneineh, *Project Manager, Burj Al-Luqluq Social Center Society, Jerusalem.*

Ahmad Abu Khadjeh

Hanadi Ajrab, *Administrative Assistant to the Administrative Director of Jerusalem, Al-Quds University.*

Ratebeh Alaedin, *Volunteer, Palestine Democratic Union-FIDA.*

Basima Arafah, *Student, Multimedia, YWCA Vocational Training Center.*

Anmar Asali, *Program Coordinator, Saraya Center for Community Services.*

Sarah Bakhleh, *Fresh Graduate, Sociology and Journalism, Bethlehem University.*

Samer Daoudi, *Policy Adviser & Communications Coordinator, Palestinian NGO Network (PNGO).*

Nedall Ftafta, *Head of Local Relations in the Public Relations Department, Al-Istiqlal University.*

Daoud Ghoul, *Manager, Health Work Committees.*

Ruba Ghoul, *Management Finance Analyst, United Nations Development Programme (PAPP).*

Nermeen Hussein, *Freelance Journalist and Translator.*

Raeda Iriqat, *Head Division of Students Activities, Directorate of Education.*

Majdoleen Jibril, *Department Director, Social Media & Educational Methods, Palestinian Central Bureau of Statistics (PCBS).*

Hussam Mousa, *Guide, Museum for Islamic Art.*

Miral Nashashibi, *Student, Communication, Journalism & International Relations, Hebrew University of Jerusalem; Receptionist, Dan Jerusalem Hotel.*

Hanan Natsheh, *Fresh Graduate, Media and Television, Al-Quds University.*

Samer Nuseibeh, *CEO & Vice President, Mohammed Zaki Nuseibeh & Sons Group.*

Nader Sabbagh, *Project Manager, Burj Al-Luqluq Social Center Society.*

Tala Shaheen, *Volunteer & Trainee, Union of Charitable Societies.*

Yara Shaheen, *Reporter, Al-Ghad Al-Arabi Channel.*

Rima Shahin, *Communication and Reporting Officer Assistant, Caritas Jerusalem.*

Alaa Sous, *Substitute for the Women Empowerment Program Coordinator, Al-Saraya Center for Community Services.*

Yusra Tamimi, *PR Assistant, Al-Maqdese for Society Developing (MSD).*