



**The Palestinian-Israeli Peace NGO Forum &
the Region of Tuscany's Annual International Conference
8th -9th February, 2010, Florence, Italy**

Call for Presentations—Media:

Today, public opinion and regional atmosphere in regards to the 'other side' is controlled by mistrust, fear, despair and apathy. Both Israeli and Palestinian societies face internal challenges of social polarization and the marginalization of peace discourse. In such conditions it will be difficult, if not impossible, for any leader to promote a peace agreement. It is therefore well understood that peace can not be promoted without a supportive process of change in mind set, public atmosphere and opinion. Media plays a crucial role in designing public opinion and debate therefore we acknowledge that for such a change to be created the media must be targeted.

The conference seeks individuals to present on the topic of Media. Presentation proposals should focus one of the following two questions:

- 1) How we can use the media to market peace? In this vein how can we tackle the challenges peace NGOs face in penetrating the media?
- 2) How can media coverage of the conflict be changed and improved to become more objective and fair?

Suggested questions or issues to consider within these broader questions:

- Why doesn't the media cover peace activities?
- What are some of the obstacles in reaching the media?
- How can media be used to boost hope?
- What kinds of tools can we prepare to improve and change media coverage in places of conflict?
- Through what means can media coverage be influenced?
- How should attacks of peace and human rights organizations be addressed by the media?
- What can be done when certain things are not covered by the media (such as: opposition to Gaza war in Israel)?
- How can the media's coverage of the other side be improved?
- How can public discussion on core issues be promoted by the media?

We seek original presentation proposals that demonstrate innovative thought while building on professional experience from work practices in regions of conflict.

Individuals whose proposals are selected will be invited to present at the upcoming conference in Florence, Italy, February 8th—9th, 2010. All expenses for participation in the conference will be covered by PIPNF and the Region of Tuscany.

Please submit all proposals to pipnf@peres-center.org by January 15, 2010.

For more information please contact pipnf@peres-center.org or +972-3-568-0607