



Agenda—Israeli Center for Strategic Communications

Annual Report

2012

Introduction

After almost a decade as a precursor in the promotion of social change through the media in Israel, Agenda sought to reinvent itself and find new strategies and niches, in line with the changes and evolution of the media sector. The media has completely transformed itself, and with it, the ways in which civil society seeks to disseminate its messages and mobilize people to advance its respective missions. Thanks to social networks and new-media tools, social change organizations and local leaders are more and more sophisticated in the way they seek to reach their audiences. New-media gives power to individual and marginal voices, which are now potentially capable of reaching an unimaginable amount of people, with a far reduced budget. The mainstream media, on the other hand, has learned to pick-up news and stories from social-media networks, generating a virtuous circle of bottom-up information. Agenda has been working to adapt to this media revolution, and 2012 was a year of introspection, evaluation and strategic planning. We designed a new strategic plan for the next few years, parting from the identification of specific social issues to be proactively promoted, as well as ways to generate value to our beneficiaries, or “clients” (i.e, both social change organizations and media stakeholders).



In our Capacity building front, we developed new models to provide social change organizations with innovative tools to work best with new and traditional media, as well as strengthening their leadership skills. Agenda incorporated new actors as part of its media outreach work, including independent media agents, bloggers and new-media activists. On the other hand, we are aware of the power that traditional media still holds, and therefore, we continued working with traditional media outlets—raising awareness about the current striking social issues, building journalists’ networks and coalitions, offering access to a wide network of sources from minority and peripheral voices, and creating bridges between the Hebrew and the Arabic media in Israel.

Promoting Diversity in the Mainstream Media

Agenda was successful in advancing the presence and visibility of minority groups and community leaders in the mainstream media in Israel. In general, we found great progress on the integration of minorities in the media. The topic of multiculturalism has gained a lot of power and there is an increased willingness from production companies, media outlets, websites and TV programs to integrate people of different backgrounds. This change is visible, if comparing to previous years. In most current reality shows, for example, there are often Israeli-Arabs, Ethiopians and/or orthodox participants. Through our wide array of media outreach services, editors and journalists found in Agenda a catalyst for the promotion of diversity within their media networks.

Specifically, diversity in the mainstream media was promoted through the following strategies:

1. *Innovative Media Capacity Building*

This year, Agenda supported over 150 social change organizations—amplifying the voices of minorities and marginal communities, and increasing their influence and visibility in the media.

Target organizations represented various fields including the environment, human rights, poverty reduction, elderly, youth, Ethiopian and Arab minorities, people with disabilities, women’s rights, socio-economic justice, among others.

Among the entities that participated in tailored organizational training workshops were:

- ◎ [Koach La Ovdim](#)—**Democratic Workers Organization**, January 9th, 2012. Agenda delivered a training session for their new-media staff members to enhance their media skills and professional development. The workshop included training tutorials on how to write press releases, Op-Eds, and successful headlines for news stories. The workshop also covered building and nurturing relationships with journalists, and dealing with communications’ challenges and damage control. When asked what is the most important lesson from the workshop, one of the participants answered: *“Now I can draft a message to the media and direct the organization’s communications team in a more focused manner for future journalistic exposure”*
- ◎ [Bimkom](#)—**Planners for Planning Rights**, October 21st. The workshop was delivered to 8 staff members including the director, and focused on how to formulate messages to the Israeli public, regarding their activities on planning in East Jerusalem.. Participants indicated in the evaluation forms that they learned the importance of devoting time to develop concise and clear messages, and avoiding getting into detailed or emotional statements. Many stressed the value of getting direct feedback from the instructor during the interview simulations.
- ◎ [Appleseeds Academy](#), November, 12th. The workshop was delivered to 15 Appleseed’s knowledge center managers in the periphery. This entity strives to provide an equal opportunity to Israel’s socially disadvantaged communities through technological tools and the development of life skills. One of the participants declared: *“it was no less than phenomenal. Beyond the impressive professionalism it was so pleasant and charismatic. Just a pleasure”*
- ◎ **Environmental Movement**: Agenda developed several workshops for leading entities, such as Life and Environment and Megama Yeruka. Most recently, ahead of the national and local elections, we conducted an innovative and practical workshop for a group of 13 representatives of environment organizations on how to place environmental goals on the political agenda during election times. The workshop covered issues such as: what interests the media during election times; what are the relevant issues under the current political framework; how to re-frame environmental issues, and what tools are at our disposal for this purpose. Participants also learned how to make information interesting and attractive for the media as well as tips and practical suggestions on how and when to address the media, using various tools such as "exclusive", "embargo" and more.

Now I understand the importance of newsletters and the collection of email addresses and data analysis. I jot down ideas, which I would love to test and implement on Facebook.
- ◎ **Workshop on Social media with Andrew Krzmarzick at the US Embassy**, September 5th. Mr. Krzmarzick is an international speaker and the Director of Community Engagement for GovLoop, the leading online community connecting over 50,000 public sector professional in the US. Agenda organized this workshop in partnership with the US Embassy, for over to 25 organizations from different entities, which included best practices

for using Facebook, Blogs, Forums, Podcasts and Twitter; strategic and tactical approaches; and setting up tracking and monitoring systems.

In addition to our tailored consultancy projects, Agenda's media experts met with dozens of organizations providing **ongoing mentoring** and supporting them in the development of their media strategies, providing feedback on campaign tactics, press releases or new media efforts. Social change organizations also benefited from Agenda's "**help-line**" for immediate and urgent support requests including relevant journalists contact information, last-minute preparation ahead of an interview or during a campaign, negotiations with media networks, and more.

Tailored training for Arab Organizations

Agenda's intervention vis-à-vis Arab-Israeli Organizations incorporated lessons learned from its work with Arab organizations in the past and the results of Agenda's formal evaluation completed in March, 2012. One of the main conclusions was that most Arab organizations cannot afford having a professional spokesperson as part of their staff. This makes it difficult for them to implement effective media and communications strategies and attend Agenda's capacity building workshops. Through these findings Agenda developed a new method to work with small civil society organizations in general, and Arab organizations in particular, based on providing tailored workshops held at the organizations' headquarters, and addressed to the entire team as opposed to only the communications experts. The training was provided in such a way that would speak the language of field workers and grassroots activists without necessarily a media background. Through tailored training programs that respond to the specific needs and particularities of each organization, and by involving the entire team, we ensured a full participation, awareness and commitment from all of the staff. Furthermore, we developed a new effort tilted, **Joint Spokesperson Initiative**, in which we selected three small organizations that are generating a high social impact, and that are currently engaged in a strategic media initiative, while being highly motivated to receive a comprehensive support. Our media expert acts as the organizations' spokesperson and provides them with in-depth and ongoing support through all the stages of planning and implementation including formulating messages, designing and implementing media campaigns, interfacing with new-media tools, etc. The selected three organizations are: **Sidreh**, **Naam**, and **Tishreen Culture Revival Association – Taybeh**. Most of the media efforts on behalf of these organizations will take place in 2013, so stay tuned for more information on this initiative.

Media Marathon: Strategies to combine communications and new media. 6-7 June 2012 - Nir Etzion Hotel in Carmel



Through our annual flagship two-day 'Media Marathon' we provide an intensive, interdisciplinary and relevant training process to integrally enhance the media and communication skills of Social Change Organizations. This year Agenda held this event at Moshav Nir Tzion. The Marathon was organized in such a way that participants could attend all the different lectures, which took place during the first day, and select the hands-on workshops of their choice for the second day. Through this method we were able to offer a wide array of topics according to the different needs of the participants, as well as combine theoretical and practical aspects. Lecturers included Digital Media expert Shiri Praziger from the PR company Shalom

Tel Aviv, Yossi Gurvitz, a political blogger and new media reporter, and Dana Golan, Executive Director of "Breaking the Silence." We also invited successful social change media leaders and campaigners to present their success stories as case-studies.

Over 30 spokespersons and directors of over 20 social change and minority organizations participated. From this group 5 were Arab or Arab-Jewish organizations including: [Combatants for Peace](#), [Social Workers for Peace and Social Welfare](#), [Arab Women in the Center](#), [Mossawa](#), [Coalition Against Racism](#), [Workers Advice Center](#), and others. Please visit our website to find the full [list](#) of organizations.

The objective of the Marathon was to widen the horizons of social change organizations and open their minds to new possibilities concerning media and communications. We bring them to a more strategic level of thinking and planning, exposing them to experts and inspiring case-studies and learning to do things in a more sophisticated way. Entities that wish to deepen their understanding of more specific issues have access to Agenda's tailored counseling services, which seek to bridge the gap between the theoretical aspects and its practical implications.

2. Media Outreach and Activism

Agenda engaged over 150 key media persons from various media outlets (radio, TV, print and new media) in outreach activities that included briefings, meetings, surveys, interactive tours, brainstorming meetings and more. The main issue on the agenda was to promote the participation of people from diverse groups of the society in the media (as decision-makers, sources of information, content builders, and more). In the same way, this year Agenda began to work closely with representatives of the independent media including free lancers, photojournalists, and bloggers.

Placing Arab media persons

Agenda believes that intensive support is required to guarantee the long-term success of young Arabs in the Hebrew media. Agenda maintains on-going contact with each of the graduates of the Prestigious Journalism Course—completed last year—as well as with the media networks that are currently employing them, to ensure their smooth integration and provide encouragement as necessary. Furthermore, Agenda offers them technical support and training sessions according to their needs and interests.

Moreover, Agenda promoted the participation of Areen Shahbari, a successful Arab journalist and Channel 2 TV host, to participate in the Annual Eilat Journalism Conference, as a panelist on Media for Social Change. This was an opportunity to ensure that there would be an Arab women speaking at this important conference.

Promoting Social Justice for Ethiopian Israelis

Seeing real effects in the advancement of socio-economic issues can take several years and it is more difficult to measure its causes and effects. However, an interesting example of our work is the emancipation of a new Ethiopian leadership. After racist incidents came to light in Kiryat Malachi early this year, some young Ethiopian leaders—many of who were graduates of Agenda's specialized journalism course for Ethiopians—became



empowered to mobilize people through the media. They organized a series of public events and effectively worked with the mainstream media with such success that the case reached the PM's office and they were invited to become part of a senior committee dedicated to solve the problems of the Ethiopian community. These events stress on the importance of building local media leadership to give a voice to local leaders and marginal communities.

Building Partnerships with Journalists and Media Networks

The Israeli media industry has been going through a major upheaval. The advertisement market shrunk significantly, people are increasingly to pay for press, and many outlets are facing critical financial conditions. In light of the situation, journalists from various media outlets decided to take their fate into their own hands and established a new representative body: the New Journalists' Union—soon joined by dozens of journalists from all over the country. Agenda worked intensely to support journalists from Arab, Ethiopian and the geographic and social periphery, to encourage their participation. As a result, **more than 50 Arab journalists joined the Union, making it one of the most diverse organizations in the field.**

Agenda served as a hub to incubate some of the activities of the new entity, working as a source of topics, offering access to experts from civil society, providing data and information from its research studies and opinion polls, facilitating learning tours, and offering contacts with journalists from different minority groups—Arab, Orthodox, Ethiopian, local media, and more.

In early June we had **more than 20 Arab journalists meeting with mainstream media persons in Nazareth**, with Ilana Dayan, a famous Israeli TV personality and presenter of the equivalent of 60 minutes.

Agenda has a unique opportunity to directly influence topics and content in these events and activities, which potentially shape the media content of most mainstream media outlets. This is an important aspect of our strategy, as it helps us to become a powerful and recognized source and center of information on diversity, social change and civil society.

Shutafut-Sharaka Forum

Agenda was actively involved as part of this dynamic 9-member coalition to promote a shared society in Israel. The Forum ran three hard-hitting media campaigns including a comprehensive effort to include the Arabic language in signs and announcements of the Israel Railways. Click [here](#) for more information on Shutafut Sharakah.

Impact among media networks

Some media outlets have taken the integration of minorities in a further meaningful way:

- **Haaretz Newspaper:** There are a few Arab writers who write regularly and at least two Arabs who write opinion articles in the daily newspaper once a week. This is a new development from last year.
- **The Marker:** This popular business magazine has written widely on issues related to the Arab-Israeli society, on issues related to the allocation of resources, as well as other complex issues related to transportation, employment, housing, and education in the Arab community. They have also published editorial pieces on comparisons between the status of the Jewish and Arab populations in Israel.

- **Galei Tzahal (Army Radio):** Yaron Dekel, the recently appointed Army Radio commander, participated in Agenda's tours to enhance his understanding regarding minorities in Israel, ad Arab Israelis in particular. He also participated as a mentor in Agenda's journalism course for Ethiopian Israelis, and became familiar with the Ethiopian young leadership. As an outcome, he has taken the diversity issue as his flag. He hired Mr. Karmi Shivel Mansour, a member of the Druze community, as the station's chief news-anchor and he constantly promotes the incorporation of Ethiopians on a merit basis. Galei Tzahal has become a great starting point for many media talents, and Mr. Dekel has understood the importance of giving marginal groups the opportunity to launch and boost their careers. Furthermore, radio producers at the station had a policy of only interviewing people in person in order to preserve a better sound quality. However, this greatly limited their pool of interviewees to people located in the Tel Aviv or Jerusalem areas. After a letter from Agenda (signed by other organizations for social change), explaining the importance of increasing the access of voices from the periphery, this policy was removed and today, community leaders and grassroots organizations from remote areas can be interviewed over the phone.
- **Channel 2:** This year this network accepted five young Ethiopian media persons for their prestigious television production course. All have successfully completed the course and have hired some of the producers for morning program. In addition, graduates use the knowledge accumulated to appear in different media places and conferences as well.

Learning & experimental Tours for Media Persons

Agenda uses the momentum generated after the tours to strengthen its relation with journalists and media outlets, which leads to new stories and media projects. As participants become aware of the gaps and challenges of the communities visited in the tours and understand the major role that the media can have in shaping public opinion to change this situation, they become agents of change and Agenda's supporters.

Arab Media Tour (Shfaram - Nazareth) June 14th, 2012.

Agenda organized a tour on Arab media in Israel together with the New Journalists Union with 26 journalists from the Hebrew mainstream media. The initiative emerged from the request of Hebrew media persons to learn more about the flourishing Arab media sector in Israel. We visited the offices of a financial Arab journal called **Malkum**. The meeting was followed by two panels, on the status of the Arab media in Israel (free speech, ethics, etc), and on the "future of the Arab media in Israel", analyzing Arabs' viewing habits in Israel. Among the panelists were Nabil Armali, editor of Malkum, Rana Awisha from the Arab Media Center P'lam, Areen Shahbari a TV host at Channel 2, Rimon Marggia a writer in Ma'ariv, Jalal Ayuob from Radio Shams, Wadi'a Awaude editor and writer of a weekly commercial Arabic newspaper called Hadit Al-Nas, and also a reporter in Al Jazeera Net, and Aida Tuma Sliman, editor of the only Israeli Arabic-language daily newspaper based in Haifa called **Al-Ittihad** (The Union). She is a well known feminist and the director of **Women against Violence**. Mr. Jaffar Farah co-founder of the new Arab TV network and director of the Mossawa Center was also part of the panel along with Ala Hlehel, a senior journalist and writer who recently published a book in Hebrew.

The tour included a visit to the headquarters of the new Arab TV Channel, which helped to deepen the visitors' understanding of the Arab media framework in Israel. Upon conclusion the Hebrew Financial Journalists agreed to develop joint investigative efforts and increase collaboration with the Arab financial journal on issues that concern both target audiences and the Middle East.

3. Information Hub

As Agenda constantly monitors the trends, styles, general perspectives and interests of many journalists and different media outputs, and it has the ability to identify framing shifts of a particular minority group.

Agenda also built a **comprehensive database of speakers, local leaders, and organizations** from minority and other marginal groups. The database has dozens of people that can participate as sources or interviewees across a wide range of organizations, minority groups, and expertise, and level of participation with Agenda (whether they are new contacts or people that have gone through our workshops or conferences). The database has been extremely helpful in allowing media persons to identify reliable and diverse sources of information according to their specific needs. Through this database Agenda not only provides information to interested parties, but it can also promote the use of more diverse sources in a proactive way, by reaching out to journalists and recommending sources around a certain issue that he or she might be working on.

Moreover, Agenda's **monthly newsletters** were distributed to close to 650 spokespersons, managers and activists from a variety of organizations. Ronit Sela, spokesperson of the Association for Civil Rights, wrote on the newsletter: *"I returned from a long vacation and read the newsletters that you sent while I was away. I wanted to thank you - without them I would not know about the layoffs and dramatic developments in Haaretz and Maariv, and in general about other changes in the media that are relevant to my work."*

Dror Prize

On Friday, November 9th, over 200 people gathered at Tel Aviv's Tzavta theater for Agenda's Third Dror Award for Best Campaign for Social Change. This event was established in memory of Dror Sternschuss, Agenda's former chairman, who regrettably died of cancer in 2009. The Prize is awarded to organizations that introduced a public campaign that managed to place a social issue on the public agenda—a campaign that succeeded to influence the general public or decision-making processes. The award is generously sponsored by Dror's friends and family.

The First Prize was awarded to the **Social Guard organization**. This entity, mainly based on volunteers, aims to create transparency in the Knesset and its committees, especially on social and economic issues. Six hundred volunteers reported on over five hundred Knesset deliberations, creating ongoing tracking of social legislation. The Social Guard emerged from the protest of the Summer 2011, and developed a mechanism that allows citizens to oversee the work and decisions of elected officials. The second prize was awarded to the following two organizations: **Na'am, Arab Women at the Center** and the **Workers' Union of Ma'ariv Newspaper**.

Gender Media Center: Raising the Voices fo Women in the Media

Agenda worked with a wide spectrum of organizations across race, religious affiliation or geographical position, as part of the consolidation of a gender media center.

1. Innovative Media Capacity Building

Below is a list of supported women's organizations:

- On February 2012 we delivered a workshop to 14 staff members of the **Women Against Violence Organization**, which works to advance the status of Arab women in Israel. This organization established the first shelter for Arab women in Israel. The workshop focused on writing and publishing press releases. It covered aspects such as the importance of identifying momentum or media opportunities, as well as how to reach journalists and work with them based on their interests and needs. We also provided a database of media outlets according to their respective specializations.
- On April 4th, we supported **[Sviva Tomechet](#) (Supportive Community—women’s business development center)** in their communications strategic planning and definition of objectives, target audience and branding. The group identified two main communication’s objectives: recruitment of women to the courses, and promotion of small businesses.
- On May 7th we held a workshop for legal advisors of the organization **[Itaach-Maki](#) (Women Lawyers for Social Justice)** in Haifa. The three-hour training was provided to 22 women including law students, and local community leaders. The workshop included a session on how to develop a communications strategic planning, and how to define objectives, target audience, framing and messages. They worked on their own materials according to projects such as family financial violence and the multicultural feminist portal.
- On June 14th we delivered a workshop for 10 staff members of the **Coalition of Women for Peace** on the issue of drafting Op-Eds along with the director of the Kvina till Kvinna foundation.
- On June, **AJEEC – The Arab-Jewish Center for Equality, Empowerment, and Cooperation**, celebrated its first decade of establishment. Agenda supported the organization in the development of a PR strategy to publicize the news and provided information on key journalists from the South of the country. Agenda supports their new spokesperson on her daily tasks.
- On September 21st, 2012 Agenda delivered a workshop for the **Arab women in the Center**. This organization supports Arab women and the community in this area of the country, and works against the murder of Arab women, commonly referred as “honor murders”. Agenda supported them through a set of workshops as part of their efforts to pressure the authorities to investigate and punish those responsible and stress that “there is nothing honorable about these murders”. Their actions resulted in the intervention of decision makers, and brought the issue to the public agenda (see [Ha’aretz](#) article), generating a media buzz, and mobilizing demonstrations by both Jewish and Arab citizens. This organization was also a recipient of Agenda’s Dror Prize, on November, 2012.
- The Center for Jewish-Arab Economic Development, through **Jasmine**, offers a course for Arab women with business background to prepare them to sit on Boards of Directors in Public or Private corporations (see [video](#)). As part of this process, Agenda developed a media leadership-training component, delivered to a group of 20 Arab-Israeli business-women in November, 2012.

Agenda designed a tailored course for the organization *Mavoi Satum*, (Dead End)—an organization that supports “*Mesoravot Gel*” (women whose husbands refuse to divorce them and are unable to get a rabbinical court ruling). The three-month course was titled: *הרימי בכוח קולך*, *Raise your Voice with Strength*. The course was designed for women that are struggling with this situation and that want to become involved in a media campaign to raise awareness and to promote solutions for this problem.. A group of 19 women participated in this seminar, including *Mavoi Satum*'s director and social worker. The seminar included 6 sessions of 3 hours each. During the final meeting—facilitated by campaign expert, Dorit Abramovitch, a reporter of Channel 2 arrived to interview the participants. Several women who were previously hesitant to give interviews, were encouraged to participate as they felt empowered after this process View [Channel 2 cast](#).



Learning & experimental Tours for Media Persons

On March 14th, Agenda took a group of female journalists from several media networks to visit Orthodox women leaders and organizations in Me’ah Shearim (the orthodox quarter in Jerusalem), for the first time.

This could not have had a better timing as it followed the [media protest](#) triggered by the exclusion of women from the public sphere in some Ultra Orthodox neighborhoods, and the imposition of women to seat in the back of the buses. The media scandal generated much antagonism between Israel’s mainstream media and Orthodox groups and regrettably not many journalists had the chance to get the perspective of Ultra-Orthodox women.

To generate an open and honest dialogue, Agenda only invited female media persons. **The group met with Ultra-Orthodox women filmmakers, who are pioneers in this field in the Haredi community.** The women shared some of the struggles that they face engaging in this ‘non traditional’ occupation. They also met managers of organizations helping rape victims and battered women. At the end of the visit they met with journalists and magazine editors of the *Haredi* press, as well as a radio broadcaster. Participants had a glimpse of their way of life, their expectations and their perspective on the media debate about gender discrimination in the *Haredi* community.

This is perhaps one of Agenda’s most successful initiatives as, on the one hand, helps us strengthen Agenda’s relationship with the different journalists and media persons, and on the other hand it significantly enhances their understanding and empathy towards the issue once they are in the “field”.

Immediately after the tour, Ronny Shub, one of the Haredi journalists that participated in the meeting, published in Ha’aretz an article titled: ["אל תשחררו אותי \(מהצניעות\)"](#) (Don’t liberate me [from my modesty]”). Also, Hila Waisberg, from The Marker developed a story on the female filmmakers that they met in the tour, who have become a voice for the *Haredi* community.

Also, The Marker journalist initiated a follow up with four of the interviewees for a more in-depth understanding of the situation. They met at Agenda’s headquarters in June and published an article about *Haredis* not getting hired. See [link](#).

Chamber of Women Journalists

The **Chamber of Women Journalists** was promoted by Agenda in collaboration with Women in the Public Sphere (WIPS) at the Van Leer Institute. It was launched after Agenda’s work with a group of leading young women journalists who reached out to Agenda to strengthen their knowledge and background of gender issues. As public opinion leaders and female role models, they felt it was important to be well prepared on feminist issues in order to better represent women in the public debate. Agenda and WIPS prepared a seminar on key media and gender issue, equality between men and women in media organizations, sexual harassment in the work place, women and security, participation of women in the media, the screening of the American documentary Miss Representation with a discussion, and more. Following the seminar, the journalists were inspired to establish a Chamber to embrace more media women interested in sharing and learning from gender and other important aspects of their work and the coverage. On June 8th, 2012 Agenda held a very successful session with four round-tables with a participation of more than 60 women journalists from all media outlets. It was a diverse group of journalists which included not only women from the center, but also from remote areas, as well as orthodox, Haredi, Arab, Ethiopian and other minority groups.

We see this as an achievement in several levels and it is a great example of our strategic work.

New Issue in the Spotlight: Promoting Equal Opportunities in Education

The Israeli education system has significantly declined, struggling with cuts in the education budget, crowded classrooms, untrained and underpaid teachers and low performance rates. This is particularly true among unprivileged communities.



After selecting education as a core issue, Agenda began its intervention by mapping stakeholders in the field, to identify potential partners, particularly organizations that deal with policy change. We met with over 20 organizations, which gave us a thorough

view of the current challenges and priorities around this issue. Subsequently, we shortlisted 5 organizations and 4 main issues that could be promoted through a media outreach effort. After a final assessment, we decided to promote a campaign against sorting or declining children’s admissions in schools. Although the ministry of education has many declarations and policy papers against sorting, this has become a common practice , and according to experts, segregation between schools and within the schools is occurring in nearly 50% of local municipalities.

As mentioned above, the Ministry of Education does not have a clear policy on what is allowed or not. What is clear is that sorting children into “cannots” and “cans” is a sign of discrimination and can only serve to widen the gaps within the public education system. Agenda is currently working with [Hila—For Equality in Education](#), and the legal clinics on education of Ramat Gan College and Haifa University, which have been following this issue for a few years but did not have the media capacity to raise this issue to the public debate. Agenda is using new-media tools for the initial phase of the project, in order to raise awareness among parents in order to identify cases of sorting and gather the support of parents and local leaders. We have designed an announcement (see add), which will be also posted on education websites, forums, and Facebook pages, as well as among local parents’ committees and education grassroots. The campaign will have two waves of intervention, around the admissions’ period (January – April). Once the initial phase is completed

and we have recruited parents and leaders interested in promoting this issue at the local level, Agenda will develop a comprehensive media campaign which will include building leaders' media skills as part of a public campaign to pressure decision-makers.