



# **Interfaith Peace-Builders**

building **PEACE** through personal experience

## **2010 Delegations:**

May 22 - June 4

July 24 - August 6

October 30 - November 12

**[www.ifpb.org](http://www.ifpb.org)**

# The Media Environment

## □ Linear Power

*Media ownership*

*Corporate hierarchy*

## □ Discursive Power

*Discourse*

*Language*

*Biases and assumptions*

# Linear Power

□ 6 companies own more than 90% of media holdings in the United States

- *Disney*
- *Viacom*
- *TimeWarner*
- *News Corporation*
- *Bertelsmann AG*
- *General Electric*

# Discursive Power

## □ Definition of a discourse:

*A discourse is characterized by the use of 'a priori' principles to describe the actions of its subjects.*

# Orientalism

A discourse by which the  
“West” defines the “East”  
(Edward Said)

*“Orientalism is fundamentally a political doctrine willed over the Orient because the Orient was weaker than the West, which elided the Orient’s difference with its weakness. . . . As a cultural apparatus Orientalism is all aggression, activity, judgment, will-to-truth, and knowledge” (Orientalism, p. 204)*

*“My whole point about this system is not that it is a misrepresentation of some Oriental essence — in which I do not for a moment believe — but that it operates as representations usually do, for a purpose, according to a tendency, in a specific historical, intellectual, and even economic setting” (p. 273)*







STOP  
THE  
OCCUPATION

כפי  
لاحتلال

STOP  
THE  
OCCUPATION

בוש

OCCUPATION

לש

# What Can We Do?

## □ Linear Model:

*Interventionist strategies* →

*take over/influence the means of media production*

## □ Discursive Model:

*Change the discourse* →

*bring alternative images of Palestinians, Palestinian nonviolence, Israeli and Palestinian cooperation, etc*

# Operating on the basis of a discursive model of media power gives us more options:

- ❑ **Challenge** public discourse at the Grassroots
- ❑ **Shift** in discourse can create conditions for shift in media coverage and vice-versa
- ❑ **Connects** us (Palestine solidarity movement) with broader media justice movement
- ❑ **Build** creative strategies and coalitions

# Our Role as Activists:

## *How can we be most effective?*

### **Media Watchdogs**

*Takes vigilance and dedication*

### **Independent Media Practitioners**

*Create and build alternative media  
(including web-based media)*

### **Active Media Participants**

*Build and maintain relationships with  
media makers*

# The Nuts and Bolts of Media Advocacy:

***Two most important aspects:***

***1. Relationships***

***2. Follow-up***

# Defining our Tools:

## ❑ Press Release

*Least important*

## ❑ Opinion/Editorial Pieces

## ❑ Letters to the Editor

## ❑ Editorial Board Meetings

## ❑ Our Time

*Most important: Follow-up calls and relationship building*

# Op/Eds:

*Written Expression of an individual's or group's opinion on a matter of public interest*

## □ **Length:**

- *600 – 900 Words*

## □ **Begin with Hook**

- *Current event*
- *Important date*
- *Continuing debate*
- *Local issue*

## □ **Must be Relevant**

- *Interest to readers*
- *Originality of thought*
- *Timeliness*
- *Freshness of viewpoint*
- *Writer's expertise*

## □ **Follow-up is Key**

- *Relationships*

# Editorial Board Meetings:

*A closed meeting with one or more of a newspaper's editors. To discuss editorial policy and share information or expert opinion.*

## □ **Make an appointment**

- *Expertise*
- *Relevancy*
- *Follow-up*

## □ **Preparation**

- *Recruit community leaders and experts to accompany you*
- *Research editorial decisions of paper – examine past coverage*
- *Bring Talking Points, Fact Sheets, Maps, etc.*

## □ **Content**

- *Prepare a 15-20 minute presentation*
- *Share first-hand experience, stories and facts*
- *You don't have to have an answer to every question*

## □ **Leave Materials**

- *Not too much!*

## □ **Build a Relationship**

- *You can become a resource to your editors*

**"It's harder to tear down walls than it is to build them."**  
Ingrid Smith, Pekin resident

## Tearing down WALLS

"We take our freedoms as much for granted. We just hop in the car and go to Wal-Mart."  
Ingrid Smith, Pekin resident

### Pekin couple searches for Mideast's human dimension

**By Ann Hines**  
The 37-year-old Ingrid Smith and her husband, Gene, are on a mission to understand the human dimension of the conflict in the Middle East. They are currently in Jerusalem, where they are staying at a hotel in the Palestinian area. The couple is on a quest to find out what it is like to live in a place where there is a constant state of tension and fear. They are also looking for ways to help bring about a peaceful resolution to the conflict.



**One Palestinian man told of an incident involving his 10-year-old daughter. She had passed out a sidewalk in March and he backpack. Israeli soldiers fired rubber bullets at the girl, and she died.**



### Couple Continued from page D1

One Palestinian man told the group that if he wants to go abroad, he must travel through Amman, Jordan, instead of Tel Aviv in Israel — that is, if he can get Israeli approval to go.

"He's 22 years old, and he's never been to the Dead Sea shore, just a short drive away," Gene said.

A Palestinian woman in Hebron must cross two or three checkpoints for a simple trip to the grocery store, he added.

"We take our freedoms so much for granted," Ingrid said. "We just hop in the car and go to Wal-Mart."

"People there want to have a normal life, a peaceful life, and take care of their families," she said.

At a hotel in the Palestinian area of East Jerusalem, the group met with some Jewish students from Hebrew University. The university was nearby, but on the other side of the barriers.

"Some of the students admitted they were scared to be in East Jerusalem," Ingrid said. "They said if their parents knew where they were, they'd be upset. But we were walking around East Jerusalem, going to the ATM and going shopping without fear."

"There was never a time when we were fearful for our lives."

Other students — Palestinians — described the nuisance that travel restrictions cause in daily lives.

"They always expect to be late or miss class one or two days a week because they're held up at check-



Members of a protest group, Women in Black, hold up signs in Jerusalem on a busy street corner. The Smiths happened upon the silent protest of the Israeli occupation of Palestinian territories. A woman named Ruthie explained that the Women in Black has had a standing permit to hold that demonstration every Friday afternoon for 20 years. Israeli police keep a protective eye on the demonstration.

points," Gene said.

A Palestinian man told of an incident involving his 10-year-old daughter. She had passed out on a sidewalk to reach into her backpack. Israeli soldiers fired rubber bullets at the girl, and she died.

The father kept in mind that, while a small group of Israeli soldiers fired rubber bullets at his daughter, a much larger contingent of Israelis planted a garden in her honor.

The father said, "I have to work for peace because war hasn't worked."

In fact, the Smiths returned to Pekin believing that ordinary Israelis and Palestinians want peace but have lost faith that their leaders can bring it about.

On a busy street corner, the Smiths happened upon a silent protest of Israeli occupation of Palestinian territories.

A woman named Ruthie explained that the group called Women in Black has had a standing permit to hold that demonstration every Friday afternoon for 20 years. Israeli police keep a protective eye on the demonstration.

The Smiths joined in the protest.

"It was the first time we ever protested anything," Ingrid said.

Across the street, a man protested the Women in Black protest. He did so without a permit, and the police kept an eye on him as well.

At home in Pekin, the Smiths hope to share their new insights with church groups and civic organizations.

"Not everyone is going to agree, and we understand that," Gene said. "But we want people to do their own research."

"There's such an untold story about Israel/Palestine," Ingrid said. "We as Americans need to be better informed about what's going on. Our country has a big interest in that part of the world, and we need to know more about the human conditions there — regardless of our politics."

"It's harder to tear down walls than it is to build them."

# Listening to both sides of a conflict



Beryl Shahan, left, with white hair, of Mount Pleasant, with the Interfaith Peace Builders delegation participants discusses nonviolence in an orientation exercise.

### Mount Pleasant woman sees Israeli-Palestinian troubles firsthand.

**By DARCIE HOENIG**  
dhoenig@thehawkkeye.com

**MOUNT PLEASANT** — The Israeli-Palestinian conflict is something most Iowans only read about in the newspaper or see on TV.

But Mount Pleasant resident Beryl Shahan has seen the turmoil firsthand caused by the ongoing dispute between the groups over land both claim as their own.

For two weeks in November, Shahan traveled to Israel/Palestine with a delegation from Interfaith Peace-Builders, an or-

ganization that helps people better understand the conflict by visiting the area and talking to regular people from both sides. The delegation included 20 other members from the United States and the United Kingdom.

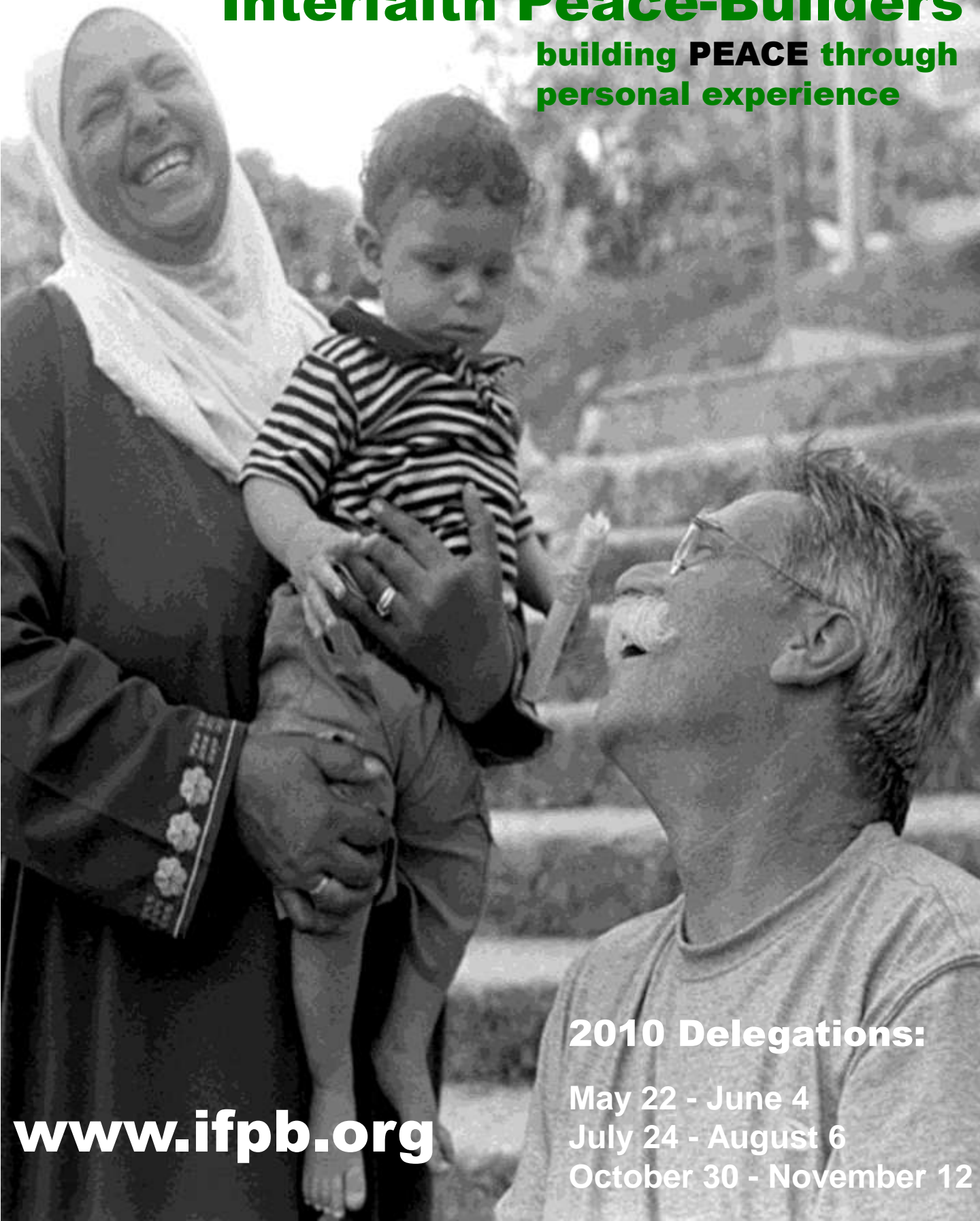
"The idea is that we talk to the people who are experiencing the effects of this conflict and gather their ideas about what needs to be done," said Shahan, who had never traveled abroad before this trip.

Upon returning home, participants are encouraged to share their experiences to help others understand what is going on. They also advocate for better U.S. foreign policy to help bring peace to the region.



# Interfaith Peace-Builders

building PEACE through  
personal experience



**2010 Delegations:**

May 22 - June 4

July 24 - August 6

October 30 - November 12

[www.ifpb.org](http://www.ifpb.org)