



## Hasbara Fellowships

# ITINERARY

Hasbara Fellowships May 14-May 29 2017

May 14 - May 29, 2017

### Sunday, May 14

#### **8:30 AM Depart for Israel**

John F. Kennedy International Airport (JFK), New York, NY

The group flight departs from New York, JFK Airport on Sunday, May 14 12:00 Noon on flight # LY 004 arriving in Tel Aviv at 5:40 AM on May 15. The group will be meeting at

the EL AL terminal at JFK airport at 8:30 AM on May 14th. Please be on time! Do NOT go through security until you have checked in with Hasbara staff.

If you experience any complications on the day of your departure, you can reach:

Robyn Frum at (216) 704-8850

Or

Fay Goldstein at (305) 788-3335

#### **9:30 AM Depart for Israel**

LAX Los Angeles Int'l Airport, California

LAX Airport – Los Angeles

The group flight departs from Los Angeles, LAX Airport on Sunday, May 14th at 1:15pm. and will arrive in Tel Aviv at 1:45pm on May 15th.

If you experience any complications on the day of your departure, you can reach:

Amanda Gratz at (914-615-3614)

Please call these numbers ONLY on the day of departure.

Note: Do not forget your passport! Please also make sure that your passport is valid for at least SIX months after your departure date.

### Monday, May 15

#### **Arrive in Israel**

Ben Gurion Int'l Airport , Tel-Aviv

Directions Upon Arrival at Ben Gurion-

YOU MUST Wear Hasbara Name Tag visibly at All times

1. Deplane
2. Proceed through Passport Control into Baggage Claim
3. Find Hasbara Group at Baggage Claim and collect baggage
4. Proceed as Group through customs into Arrivals Hall
5. Collect Cell Phones/Sim Cards

6. Depart for Jerusalem

## **Orientation/Dinner**

Aish Hatorah, Old City

## **Aish Western Wall Experience**

Aish Hatorah, Old City

Aish Hatorah is directly across from The Western Wall (Kotel)

Take a tour of the one of a kind place and visit the Kotel

Lev Yerushalayim Hotel , King George St 18, Jerusalem

## **Hasbara Fellowships: Special Activity**

### **Tuesday, May 16**

#### **8:25 AM Strategic Tour of the Old City of Jerusalem**

Old City of Jerusalem, Jerusalem

Attire: (conservative area) Men and women please cover your knees and shoulders and keep shirt lines appropriate.

Explore all 4 quarters of the old city with Educator, Gilli Houpt Understand the old and the new and the many different people, cultures, religions, and stories that call this place.

Learn more about the old city:

[https://en.wikipedia.org/wiki/Old\\_City\\_\(Jerusalem\)](https://en.wikipedia.org/wiki/Old_City_(Jerusalem))

#### **Lunch in the old City**

Jewish Quarter, Jerusalem

Receive a voucher good for several dining choices in The Jewish Quarter (Schwarama, Falafel, Pizza, Bagels, Salads)

#### **1:15 PM Communicating for Israel**

Aish Hatorah, Old City

Join the staff of Hasbara Fellowships for one of it's premier advocacy session on learning the best practices and techniques to talk about Israel quickly and effectively on campus. Learn basic debate strategy to deal with tough conversations.

Then, put what you've learned into practice with role-playing.

Room: Beren Lecture Hall

#### **Social Media Advocacy, Workshop 1 with Itzik Yarkoni: Storytelling**

Aish Hatorah, Old City

Join Hasbara Fellowships' Social Media Consultant, Itzik Yarkoni the founder of BOMAH (The Brand of Milk and Honey) for an introduction into how we tell Israel's (and your) story on Social Media.

BOMAH:

<http://bomah.org/>

Beren Lecture Hall

## **Current Situation on Old City Security: Old City Police**

Aish Hatorah, Old City

Understand the current security situation in and around Jerusalem's old city as well as how the Israeli Police Function. This session will be taught by a high ranking officer in the Israeli Police.

Beren Lecture Hall

## **6:15 PM Return to Accommodations**

Lev Yerushalayim Hotel , King George St 18, Jerusalem

Free for the evening

Please back an overnight bag for the next night so you can leave your larger luggage on the bus the next day.

## **7:00 PM Free Evening**

### **Wednesday, May 17**

#### **8:55 AM Prime Minister's Office : David Keyes**

Lev Yerushalayim Hotel , King George St 18, Jerusalem

Dress: Buisness

Hear from David Keyes (Hasbara Fellow) and English Spokesperson for Prime Minister Benjamin Netanyahu.

David Keyes:

[https://en.wikipedia.org/wiki/David\\_Keyes](https://en.wikipedia.org/wiki/David_Keyes)

David Keyes PUNKS Iranian Nuclear Negotiators:

[https://www.youtube.com/watch?v=3\\_MBwD\\_xAG4&t=1s](https://www.youtube.com/watch?v=3_MBwD_xAG4&t=1s)

#### **Israeli Democracy: Gill Hoffman (The Jerusalem Post)**

Lev Yerushalayim Hotel , King George St 18, Jerusalem

Gill Hoffman is the chief political correspondent and analyst for The Jerusalem Post, Gill will brief Fellows on the current political climate in Israel as well as have a Q&A about Israeli Politics.

Gill Hoffman BIO

Gil Hoffman is the chief political correspondent and analyst for The Jerusalem Post. Well-connected to Israeli and Palestinian leaders, he has interviewed every major figure across the Israeli political spectrum, has been interviewed by top media on six continents and is a regular analyst on CNN, Al-Jazeera and other news outlets. Called "The most optimistic man in Israel" by Israel Television, Hoffman provides a behind the scenes look at the intrigue and humor in the Israeli political arena. He was raised in Chicago, graduated Magna Cum Laude from Northwestern University's School of Journalism, and wrote for the Miami Herald and Arizona Republic before moving to Israel. A reserve

soldier in the IDF Spokesman's Unit, he has lectured in every major English-speaking country in the world, more than half the Canadian provinces, and recently made history in Alaska by becoming the first speaker to have lectured about Israel in 49 US states. He promises eternal friendship to anyone who can get him a gig in Hawaii. He lives with his family in Jerusalem.

### **Packed Lunch**

Lev Yerushalayim Hotel , King George St 18, Jerusalem

A quick grab and go packed lunch

### **12:30 AM Advocacy Pillar 1: "Building Your Base"- Running an Effective Israel Group**

### **2:30 PM Strategic Segeway Tour of Jerusalem**

Tour Southern Jerusalem on Segeways!

Gain a strategic understanding of "New" Jerusalem and it's outskirts.

Start at Armon Hanatziv Promenade

### **4:00 PM The Knesset**

The Knesset, Jerusalem

Meet with a Member of Knesset and tour the magnificent building where Israel's legislature is headquartered.

### **5:30 PM Depart for Alfei Menashe**

Alfei Menashe, West Bank Settlement

### **7:00 PM Check into Accommodations- Netanya- Park Hotel/Dinner**

Park Hotel, Netanya

Check into accommodations and have dinner

David HaMelech St 7, Netanya

### **9:00 PM Sikkum: What are we fighting for?**

Enjoy light refreshments and delve into the reasons we stand up for Israel.

## **Thursday, May 18**

### **8:50 AM Advocacy Pillar 2: "Educating Your Campus"- Effective Programming**

Dealing with difficult questions and attacks of Israel. In this session, we will cover the allegations of Apartheid/Excessive Force.

Hasbara Fellowships Staff

### **10:00 AM Advocacy Pillar 2: "Educating Your Campus"- Effective Tabling**

HF staff will lead a workshop in engagement in public space. Tabling, programs, marketing

### **11:00 AM Lydia Aisenberg: Journalist and Peace Activist**

Dress: Conservative

Join veteran Journalist and Peace Activist Lydia Aisenberg at her home on Kibbutz Mishmar Haemek to understand her relationship building and activism for the past 40 years. Take a tour of Barta'a an Arab Village that sits on the green line where one side of it's inhabitants are Israeli Citizens and the other side Palestinian Authority Citizens.

### **6:00 PM Dinner with Israeli Druze**

Dali'at HaKarmel, Daliat HaKarmel

### **7:30 PM Travel to Tsfat and Accomidations**

Tsfat, North

Jerusalem St 37, Safed, 13203

Mezudah Hotel

One of the 4 holy cities of Israel (Jerusalem, Tsfat, Chevron, and Tiberias) Tsfat is known as "the city of air" it is most closely associated with the rise of Kabbalism (mysticism in Judaism)

More on Tsfat

<https://en.wikipedia.org/wiki/Safed>

## **Friday, May 19**

### **7:55 AM Elliot Chodoff: The Golan and it's History/Lebannon**

Dress: To get dirty

Join IDF Lt Coln. (reserve) and University of Haifa Professor, Elliot Chodoff on understanding the geopolitics, history, current events, of the region. From Isis to Hezbollah, Russia to The US. What really is going on in the region?

## **The Syrian Conflict**

### **3:30 PM Free time before Shabbat**

Enjoy some down time and prepare for Shabbat

### **7:05 PM Candle Lighting**

Optional: House of Love and Prayer

### **8:30 PM Shabbat Group Dinner**

Enjoy a Shabbat Dinner with Hasbara with Special Guest: Rabbi Asi of Chabad of Tsfat

### **10:30 PM Oneg Shabbat/ Tisch with Rabbi Asi Spiegel**

### **12:00 AM Special Hasbara Fellowships Program**

## **Saturday, May 20**

### **12:00 PM Shabbat Lunch**

### **1:30 PM What's up on your Campus**

Hotel , Tsfat

What are your challenges and successes on campus? A group session.

### **2:30 PM Intro to Impact Planning**

Hasbara Fellowships Strategic Planning

### **3:15 PM Regional Meetings/Role Play (ABC's)**

Meet with your regional advisor and discuss your region (New England-New York, Midwest, Canada, East Coast, West Coast

### **4:00 PM Tour of Tsfat**

Explore Tsfat and it's history.

### **6:00 PM Rest/Dinner/Havdallah**

### **9:00 PM Depart for Netanya and re-check into accomidations**

## **Sunday, May 21**

### **8:30 AM Depart for Haifa**

### **9:15 AM Visit Rambam Hospital**

[https://en.wikipedia.org/wiki/Rambam\\_Health\\_Care\\_Campus](https://en.wikipedia.org/wiki/Rambam_Health_Care_Campus)

### **11:00 AM Yemin Orde**

### **11:00 AM Depart for IDC Hertzilya/Lunch**

IDC— Interdisciplinary Center , Herzelia

### **1:00 PM IDC Public Diplomacy Social Media**

IDC— Interdisciplinary Center , Herzelia

Join IDC's crack team of Social Media activists as we workshop how to mobilize and make Social Media Campaigns go viral

### **3:00 PM Defeating Anti Israel Propaganda**

IDC— Interdisciplinary Center , Herzelia

Learn to how to combat Anti Israel Propaganda on campus  
Workshop led by Hasbara Fellowships Staff

### **4:45 PM Countering BDS**

IDC— Interdisciplinary Center , Herzelia

How do we effectively combat and deal with BDS on campus?  
Workshop led by Hasbara Fellowships Staff

### **6:45 PM Check into Tel Aviv accommodations**

Dress: conservative

## **7:00 PM Free Evening in Tel Aviv**

### **Monday, May 22**

#### **8:55 AM IsrAid: Israel's Humanitarian Efforts Around the World**

For 15 years, IsraAID has been helping people all over the world overcome extreme crises and has provided millions with the vital support needed to move from destruction to reconstruction, and eventually, to sustainable living.

<http://www.israaid.co.il/>

#### **10:00 AM Role Playing ABCs**

#### **10:25 AM Advocacy Pillar 3: "Building Effective Relationships"- Coalition Building**

Led by Hasbara Fellowships staff

#### **11:45 AM Social Media Advocacy Workshop #2 Itzik Yarkoni**

Learn how to build an incredible campaign of either Video or Portraits and then put into action at our next stop on the schedule

#### **1:00 PM Lunch at Nachlat Binyamin and Execute SM campaign**

Carmel Market, Tel Aviv

Explore Shuk Hacarmel. Eat lunch and work as a team to build an amazing Social Media Campaign.

#### **3:30 PM Start Up Nation Experience: Wisdo**

Tel Aviv-Yafo

Understand the world of Start Up and High Tech in Israel

We will be visiting Wisdo:

Wisdo helps people take on life's greatest challenges and opportunities by equipping them with wisdom from those who've been there.

We do so by inviting communities to create step-by-step life paths with helpful insights about how to better prepare others for the road ahead. Wisdom can and should shed a light on people's paths, help them learn what to expect - and never feel alone.

Wisdo website

<https://wisdo.com/>

#### **5:30 PM Brothers for Life: Achim Lachaim**

Dinner with the Wounded Warriors project :Achim Lachaim

## **7:15 PM Free Evening in Tel Aviv**

## Tuesday, May 23

### **8:45 AM Check out of Hotel**

Please Have your luggage downstairs and be ready to depart at 9:00

### **9:30 AM Check out and Depart for Jaffa/Peres Peace Center**

Jaffa, Tel Aviv-Jaffa

The Peres Center for Peace, located in Jaffa, Israel, is an independent non-profit, non-governmental, and non-political organization founded in 1996 by Nobel Peace Laureate and former President of Israel Shimon Peres. Its aim is to further Peres' vision of people in the Middle East working together to build peace through socio-economic cooperation and development and people-to-people interaction.

### **11:00 AM Save a Child's Heart**

Save a Child's Heart, Holon

Save a Child's Heart (SACH) is a humanitarian organization with a mission to improve the quality of pediatric cardiac care for children from developing countries who suffer from heart disease, and who cannot get adequate medical care in their home countries. It also works to create centers of pediatric cardiac competence in these countries, so these children can be treated at home. SACH was founded in 1996 and is based at the Edith Wolfson Medical Center near Tel Aviv, Israel.

### **12:00 PM Depart for the Western Negev and Sderot**

Sderot, Sderot

Sderot is located less than a mile from Gaza (the closest point is 840 m),<sup>[2]</sup> and has been an ongoing target of Qassam rocket attacks from the Gaza Strip since 2001; rocket attacks on the city have killed 13 Israelis, wounded dozens, caused millions of dollars in damage and profoundly disrupted daily life.<sup>[3]</sup> Studies have found that air raid sirens and explosions have caused severe psychological trauma in some residents.<sup>[4]</sup> At least 75 percent of children aged 4–18 in Sderot suffer from post-traumatic stress, including sleeping disorders and severe anxiety.<sup>[5]</sup> From mid-June 2007 to mid-February 2008, 771 rockets and 857 mortar bombs were fired at Sderot and the western Negev, an average of three or four each a day.<sup>[6]</sup> Notable for its many bomb shelters some of which are built in the form of Children's Play areas in school playgrounds, Sderot is infamously referred to as The "Bomb Shelter Capital of the World."

### **1:15 PM Lunch at Sderot Restaurant**

### **2:00 PM Tour Sderot with Noam Bedein, Founder of Sderot Media Center**

Sderot, Sderot

<http://sderotmedia.org.il/>

### **5:30 PM Tour Netiv Aasara**

The closest Israeli civilian population to Gaza

### **6:30 PM Depart for Jerusalem Re-Check in Lev Yerushalayim Hotel**

Lev Yerushalayim Hotel , King George St 18, Jerusalem

Free Evening



8:00 PM Free Evening

### Wednesday, May 24

#### 9:15 AM Track A: Public Speaking Training with Eliezer Blatt

Aish Hatorah

Public Speaking Workshop with renowned speaking coach, Elizer Blatt

#### Track B: Media Messaging: Headline Media Consultants

Learn how to take control of On-Camera Interviews

#### 12:30 PM Lunch in the old city (vouchers)

#### 1:30 PM Zaka: Yossi Fraenkel-Operations Officer of the International Unit ZAKA

Lev Yerushalayim Hotel , King George St 18, Jerusalem

#### 2:30 PM Jamie Cowland Class

Aish

#### 3:40 PM Share Some Friends

#### 4:30 PM Yom Yerushalayim Program

Understanding Yom Yerushalayim

Flag Parade

### Thursday, May 25

#### 9:00 AM Tour the Shomron with Activist and Media Personality: David Halvri

Visit a factory in Barkaan where Palestinians and Jewish Settlers work together side by side as well as several other locations.

#### 1:45 PM Depart for Rawabi

Rawabi, Rawabi

Rawabi (Arabic: [الرابي](#) Hebrew: [הרבים](#), meaning "The Hills") is the first planned city built by Palestinians.[1][2][3] in the West Bank, and is hailed as a "flagship Palestinian enterprise." [4][5][6] Rawabi is located near Birzeit and Ramallah. The master plan drawn up for the high-tech city,[1] envisages 6,000 housing units, housing a population of between 25,000 and 40,000 people,[4][7] spread across six neighborhoods.[8] Construction began in January 2010.[9] By 2014, 650 family apartments housing an estimated 3,000 people[10] had been completed and sold, but could not be occupied while negotiations over supplying the city with water, which had dragged on for some years, languished. The delay was attributed to the Joint Water Committee, with Israelis blaming Palestinians for the delay and Palestinians blaming Israelis. The apartments stood empty, with Rawabi remaining uninhabited,[4] because the city was waterless,[7] and stood for some years like a ghost town.[11] On March 1, 2015, its developer, Bashar al-Masri, announced that Israel would finally connect the city up to the Israeli-run water grid.[12] In Israel Rawabi is called "The Palestinian Modi'in." [13] The project

was criticized by both certain Palestinian movements, such as the Palestinian National BDS Committee, [14] and some Israeli settler groups, the former claiming the use of Israeli materials normalizes the occupation, the latter asserting the project invades Israel and could become a terrorist base.[15][16] Buyers started moving into apartments in August 2015.[17]

Wikipedia Page on Rawabi  
<https://en.wikipedia.org/wiki/Rawabi>

## 6:00 PM Return to Jerusalem

### Friday, May 26

#### 9:00 AM Jamie Cowland: Jewish Leadership

#### 10:00 AM Khaled Abu Toameh- Palestinian Politics and Society

Khaled Abu Toameh (Arabic: كhaled أبو توميه , Hebrew: כחלד אבו תומיה ; born 1968) is an Arab journalist, lecturer and documentary filmmaker.

Abu Toameh writes for the New York-based Gatestone Institute, where he is a senior distinguished fellow. He is a producer and consultant for NBC News since 1989. His articles have also appeared in numerous newspapers around the world.

He writes extensively on the lack of freedom of speech in the Palestinian Territories and the problems facing the Palestinian people when it comes to building a new state.

Wikipedia Article on Mr Toameh

[https://en.wikipedia.org/wiki/Khaled\\_Abu\\_Toameh](https://en.wikipedia.org/wiki/Khaled_Abu_Toameh)

#### 11:30 AM Meet the Israelis

#### 1:00 PM Free Afternoon

Bus will leave at 2:30 to the old city

#### 5:00 PM Depart for the Old City

Dress in Shabbat clothes

#### 5:30 PM Beauty of Shabbat Concert:

#### 6:45 PM Candle lighting/ Kotel Shabbat Experience

Light Candles for Shabbat and then go down to the Kotel for an exhilarating and uplifting Shabbat experience.

#### Shabbat Dinner at Aish

#### Oneg Shabbat at Aish and walk back to the Lev

## Saturday, May 27

### **11:00 AM Shabbat at Host Families in Jerusalem**

-, Jerusalem

Dress: Shabbat Dress

You will be having lunch in smaller groups at wonderful families all around Jerusalem. Your group will be given directions to your hosts's home. These families are very excited to host you and serve delicious food. Please decide on a time to meet your group in the hotel lobby and be on time to your hosts.

### **5:00 PM Life in the Shuk: A street artist tour**

Machaneh Yehuda Market, Jerusalem

See how the Shuk has come alive with Grafitti art and is now Jerusalem's central night scene zone.

### **7:30 PM Third Meal at Aish**

Aish Hatorah, Old City

Enjoy a third meal buffet

### **8:30 PM Havdallah Concert: Anders Nerman**

Aish Hatorah, Old City

Join Anders as we move from Shabbat into the rest of the week.

## Sunday, May 28

### **8:45 AM Answering the most Difficult Questions: Coln Maurice Hirsch**

### **10:00 AM Depart for Strategic Tour of Gush Etzion with JAG Commander (ret) Coln Maurice Hirsch**

Gush Ezion, Gush Ezion

### **Tour of Hevron**

Hebron, Judea and Samaria

Hevron is the home to the Ma'aras ha'Machpela – the Tomb of the Patriarchs and Matriarchs, the second holiest site in Judaism. Today it is the largest city in the West Bank, with approximately 250,000 Arab residents and less than 1,000 Jewish residents.

Wiki page on Heveron

<https://en.wikipedia.org/wiki/Hebron>

### **Dinner: Gush Etzion Winery**

Enjoy a delicious dairy dinner

### **8:30 PM Return to Jerusalem**

## Monday, May 29

### **8:15 AM Breakfast and Check Out**

Lev Yerushalayim Hotel , King George St 18, Jerusalem

Directions for this morning and luggage/

Please be down with your luggage by 8:45. It will be stored for you by the hotel. Take what you want with you for the day. After our final session of the late morning/ early afternoon you will have free time until our banquet. At 5:30 return to the Lev and collect your baggage to load onto the bus. We will then proceed to the banquet. After the banquet the bus will depart for the airport and will make a quick stop in town for those who are staying in Jerusalem. If you are going to Tel Aviv or elsewhere in the country it is best to ride to the airport and take the train to your final destination.

### **9:00 AM Depart for Aish Hatorah**

Aish Hatorah, Old City

### **9:30 AM Going Back to Campus**

Aish Hatorah, Old City

How do we take everything we've learned and bring it back with us? What are you expected to do on campus? How can we help you succeed and strategize?

### **10:30 AM Role Playing**

Aish Hatorah, Old City

Put everything into practice

### **12:15 PM Benjamin Anthony**

Aish Hatorah, Old City

Israel's own Jack Bauer

More on Steve

<http://maxsteinbergisraelleaders.com/speakers/steve-gar/>

### **1:30 PM Free Time**

Have Lunch and shop!

### **5:30 PM Return to Hotel and load baggage onto bus**

Lev Yerushalayim Hotel , King George St 18, Jerusalem

Collect bags and load on to bus.

You can leave your luggage in the hotel if you are not leaving and pick it up later.

### **6:15 PM Final Banquet**

Aish Hatorah, Old City