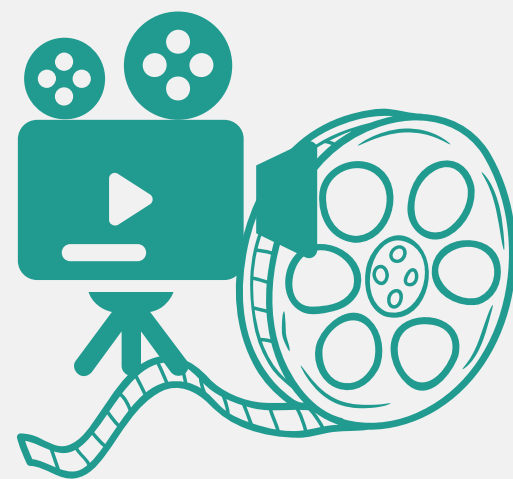


Asserting the Peacebuilding Narrative:

Countering dehumanizing voices in the media, platforming Israeli and Palestinian peacebuilders and their shared agenda

Objectives

1. Increase **public visibility of and public access to information** about civil society peacebuilding and global peacebuilding practice;
2. Platform **the stories of Palestinian and Israeli peace activists** in major news outlets;
3. Create a **social media ecosystem** around civil society peacebuilding in Israel and Palestine;
4. Empower peace activists and peacebuilding organizations with **digital storytelling tools and media engagement skills**.

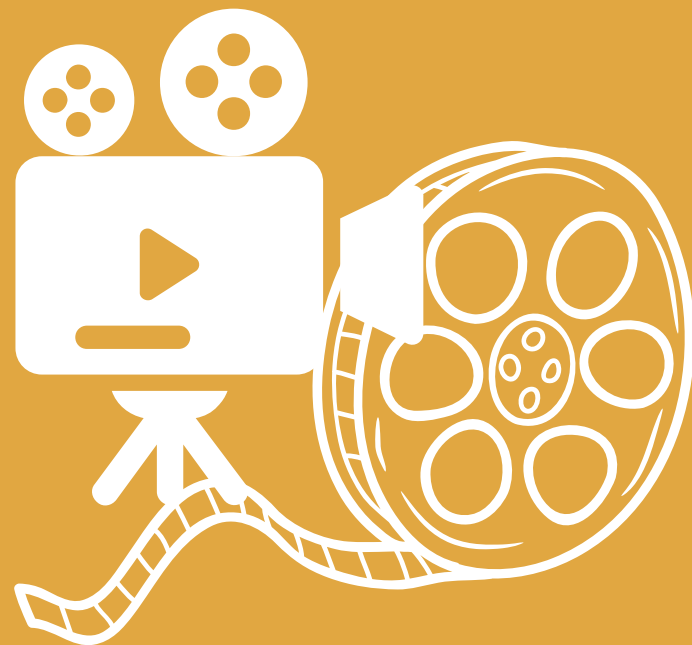


How do we address the problems of misinformation? Bias? Conflicting Histories? Polarization?

A Three-Pronged Approach

Documentary Film

MidEast Storytellers



Podcasts

Groundwork: Season 3

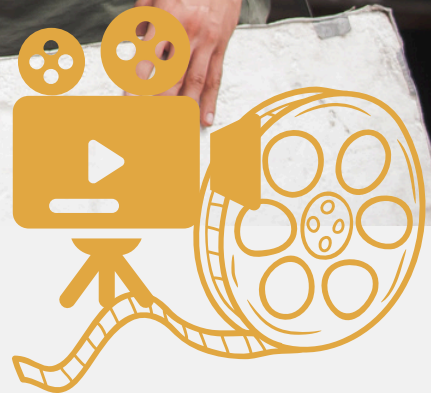


Earned and
Social Media
Strategy



#1

Educational Film - For the Future



1. Research and Pre-production

- a. ALLMEP and Pendulum conduct in-depth research to identify three women peacebuilders and hold preliminary interviews.
- b. Pendulum will develop a comprehensive script and storyboard.
- c. ALLMEP and Pendulum will collect archival material from activists and media.

2. Production

- a. Pendulum will work with the film crew from season 2 and existing partners to conduct intimate interviews with the activists.

3. Post-production

- a. Combine interviews, b-roll footage, and archival content
- b. Assemble comprehensive educational short film.
- c. Create a trailer and promotional materials (30-45 seconds).

4. Distribution and Outreach

- a. Identify distribution partners in Europe, UK, and US.
- b. Identify community screening partners.
- c. Fly activists and staff to screenings for panel discussions.

#2

Podcast - Groundwork Season 3



Groundwork Season 3, focuses on current events and the way that peace activists are responding in real time to the realities and dynamic conditions on the ground.

Moving from a narrative podcast to a more current events style, Groundwork will still maintain its identity as a podcast about peace activists and the work that they are doing on the ground to build peace and strengthen communities.





Earned and Social Media



ALLMEP aims **to disrupt a news cycle marked by hopelessness and despair** by giving audiences causes that they can engage with, **stories that resonate with their shared humanity, and action steps that move toward a real resolution** to one of the world's most intractable conflicts. Further, using targeted outreach to journalists, ALLMEP aims to mainstream its theory of change and ensure the civil society is a core part of how journalists and thought leaders talk about Israel and Palestine.



ALLMEP is seeking software, training, and strategic support **to enhance press engagement and social media outreach.** Combining press outreach with paid advertising and an increased social media promotion budget, this tool will unlock new audiences and supporters around the globe.

