



## Will the next “Yonit Levy” (Channel 2) come from Umm el-Fahm?

In a small opening ceremony, *Agenda* launched the first professional journalism course. Thirteen young Israeli-Arabs were accepted to the course that will qualify them to integrate as reporters and researchers in mainstream Hebrew media. This is the first time that a course of this kind is designated to advance the integration of Arab youth in the Hebrew media.

*Agenda - Israeli Centre for Strategic Communication*, a non profit organization, has conducted a study, supervised by Professor Gadi Wolfsfeld from the Hebrew University and conducted by Yfat – the Advanced Media Research Group, over the past two years. The research examined the extent of representation of the Arab population in the Hebrew media, and the context of representation (threat or no threat). The results showed a total of less than 1% of the items dealt with the Arab community, and more than 60% of these items (1%) were presented in the threat frame.

We at *Agenda* also conducted a survey examining the number of Arab employees in the Hebrew mainstream media. Most of the media outlets had no Arab employees.

This reality, and the latest increase of racism against Israeli Arab citizens, indicated the need for qualified Arab youngsters to be integrated as reporters and researchers in the main stream Hebrew media.

We at *Agenda* believe that a person brings with him his or her culture, his or her point of view and the surrounding where he or she was brought up in. We believe that by integrating Arabs in the Hebrew media we will help break down the barriers of racism naturally and proficiently.

The course will include 12 months of bi-weekly classes. At the end of this period the students will participate in a practical training program at one of the leading media outlets, where they will be able to experience the journalism reality and eventually be able to integrate in the field.

*Agenda* got Channel 2 News, a leading news outlet in Israel, and YNET, a leading news website in the country, to sponsor the course, and the graduates of the program will be able to get internships in their newsrooms.