



Newhouse | Syracuse  
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JPC THE JERUSALEM  
PRESS CLUB

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# COVERING ISRAEL AND THE MIDDLE EAST

Newhouse School of  
Public Communications  
at Syracuse University

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ISRAEL • 10 - 19.03.2019



## **Dear Friends,**

Welcome to Israel and to the Jerusalem Press Club. We are committed to give you an extraordinary experience, both on a professional and a personal level.

While JPC is mainly focused on working with foreign journalists based in and visiting Israel, we are interested in addition in the future generation of journalists. Therefore, we have developed a special program for journalism students and their faculty, who are interested in learning first-hand about the complexities of covering the Middle East and Israel. Students of journalism schools have visited us in the past, and the current program was enriched by the lessons and insights gained from previous programs.

I would like to thank our colleagues from the Newhouse school, Joel Kaplan and Simon Perez, for an outstanding collaboration. We are grateful to the Crown Family Philanthropies for the generous grant which has made this program possible. Many thanks to my colleagues at JPC who have worked tirelessly to coordinate this program.

With a hearty welcome,

## **Uri Dromi**

Director General  
The Jerusalem Press Club



## The Jerusalem Press Club (JPC)

The Jerusalem Press Club is a unique press hub located in the heart of Jerusalem, where journalists and professionals gather to meet, network, and dine with local and international thinkers, leaders and prominent pace-setters. JPC members include journalists, diplomats, NGOs, businessmen and business women, as well as journalism and communications students. All members enjoy the benefits of networking with each other, working and dining on its veranda with breath-taking views of the Old City of Jerusalem as well as access to all the club's facilities and perks. The club is the ideal spot for media professionals in Israel, seeking inspiration for a story and the exchange of ideas.

[www.jerusalemclub.com](http://www.jerusalemclub.com)



# Day 0 // Mar. 9, 2019 Saturday

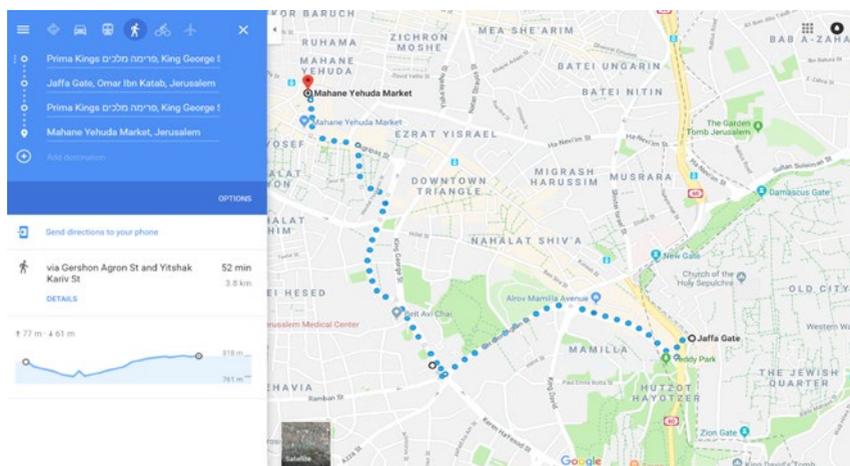
STAYING AT PRIMA KINGS, JERUSALEM

**11:20** Landing at Ben Gurion airport –TK794

**14:00** Check in Prima Kings Hotel in Jerusalem

# Day 1 // Mar. 10, 2019 Sunday

STAYING AT PRIMA KINGS, JERUSALEM



**10:00-10:30** Opening talk at the hotel

**10:30-17:00** Old City Tour – Guided by Daniella Gefen from West Jerusalem & Ibrahim Ghazzawi from East Jerusalem: Tour of the Old City of Jerusalem includes a visit to the main sites sanctified by the three monotheistic religions. During this tour, we will dig deep into the narratives and traditions of the three religions and understand the complexity of the city

**\*Dress code: Casual, comfortable shoes. We will be entering holy sites so please dress appropriately (no shorts, and please wear sleeves or a shall to cover your shoulders)**

**17:00-17:15** Drive back to the hotel

**20:00-23:00** Nightlife tour of Mahne Yehuda market, including dinner

**Daniella Gefen**, tour guide and a proud resident of Jerusalem during her entire life, with her partner and 3 children. Daniella is of Anglo-Saxon origin, has been guiding throughout Israel ever since her army service in 2000. Daniella feels that her goal is to create an Israel experience that enhances the understanding of the conflicts, challenges and threats the state of Israel faces, alongside the achievements and strengths it achieved, to better understand this fascinating yet immensely complicated land. A clinical social worker in her past, Daniella brings a client-focused approach to guiding.  
**// [Daniellagefen@gmail.com](mailto:Daniellagefen@gmail.com)**

**The Old City of Jerusalem** - A walled area within the modern city of Jerusalem, originally built by King David in 1004 BCE. Until 1860, when the Jewish neighborhood, Mishkenot Sha'ananim, was established, this area constituted the entire city of Jerusalem. The Old City is home to several sites of key religious importance: The Temple Mount and its Western Wall for Jews, the Church of the Holy Sepulchre for Christians, and the Dome of the Rock and al-Aqsa Mosque for Muslims. The old city of Jerusalem was added to the UNESCO World Heritage Site List in 1981.

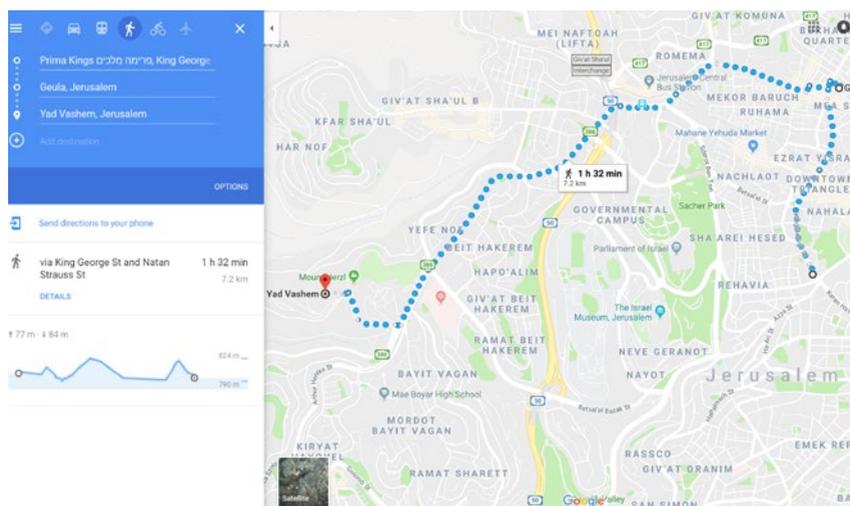
**Mahane Yehuda Market** - World-famous icons of Jerusalem include the Western Wall, the Tower of David and the Mahane Yehuda market. The Western Wall and the Tower of David represent the religious, historical nature of Jerusalem, the place from where the Jewish People developed. Mahane Yehuda Market, on the other hand, represents the contemporary—and the future—heart of Jerusalem. Built in 1928, the market integrates, in a unique way, the old and the new. Both a bustling marketplace and a neighborhood, it incorporates food, drink, shopping, bars and restaurants. The shuk (market) still retains its most important characteristics: it remains

authentic, with all the flavors and aromas, the colors and the traders' interaction with the crowds. The Mahane Yehuda Market is widely recognized as a symbol of Jerusalem. Jerusalemites see it as a place that represents them, symbolizes them, and gives them a unique identity in a larger Israeli social context. It is nicknamed "MahneYuda," which is also the name of one of the finest Israeli restaurants located in the market.

// [www.en.machne.co.il](http://www.en.machne.co.il)

## Day 2 // Mar. 11, 2019 Monday

STAYING AT PRIMA KINGS, JERUSALEM



**08:00-10:30** "Haredim Mibifnim" - Introduction to the Ultra-Orthodox community in Jerusalem, and the relations between the Orthodox community in Israel and the Jewish Diaspora

**\*Dress code: Modest. Women: Long sleeves, dresses. Men: Long pants**

- 10:30-11:00** Driving to Yad Vashem
- 11:00-13:00** Guided tour of Yad VaShem, Holocaust Museum
- 13:00** Half reporting day
- 15:00** **Optional** – tour of CNN studios and meeting with Oren Lieberman, Newhouse grad and Jerusalem correspondent for CNN
- 19:00** Free time + dinner at your leisure

**“Haredim Mibifnim” (The Ultra-Orthodox from Within)** – The Haredi community consists of around a million people who form, in a way, a state within the State of Israel. On the one hand - raising invisible walls, culturally and physically. On the other hand - deeply involved in the public life of Israel. The Haredi society is diverse, and consists of many inner communities.

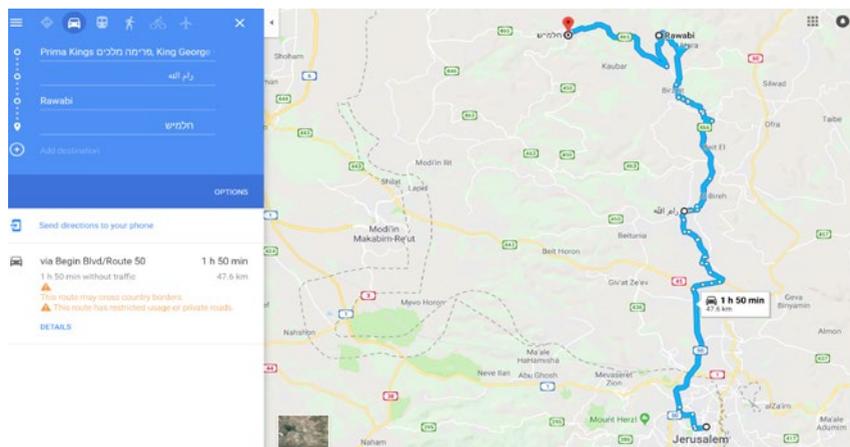
// [ohadshpak@gmail.com](mailto:ohadshpak@gmail.com)

**Yad Vashem** - As the Jewish people’s memorial to the Holocaust, Yad Vashem safeguards the memory of the past and imparts its meaning for future generations. Established in 1953, as the world center for documentation, research, education and commemoration of the Holocaust, Yad Vashem is today a dynamic and vital place of intergenerational and international encounters. For over half a century, Yad Vashem has been committed to four pillars of remembrance: Commemoration, Documentation, Research and Education. Yad Vashem includes the Holocaust History Museum, the Art Museum, the International School for Holocaust Studies, the International Institute for Holocaust Research, the digital collection and more.

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

# Day 3// Mar. 12, 2019 Tuesday

STAYING AT PRIMA KINGS, JERUSALEM



The day will be guided by Daniella Gefen, an Israeli tour guide and Ibrahim Ghazzawi, a Palestinian tour guide.

- 08:00-09:00** Driving to Ramallah
- 09:00-12:00** Meeting with Dr. Ziad Darwish, director of the committee for interaction with the Israeli society and other PLO representatives
- 12:00-12:30** Driving to Rawabi, The first planned Palestinian city
- 12:30-13:30** Lunch in Rawabi
- 13:30-15:00** Tour of Rawabi
- 15:00-15:30** Driving to the settlement of Halamish
- 15:30-16:45** Tour of the Jewish settlement of Halamish and talk to a local from the community

**\*Dress code: Casual, comfortable shoes**

- 16:45-18:00** Drive back to Jerusalem m
- 18:00** Free time + dinner at your leisure

**Ramallah** is a Palestinian city in the central West Bank, located north of Jerusalem. It currently serves as the de facto administrative capital of the Palestinian Authority. With a population of some 30,000, Ramallah was historically a Christian town, but today Muslims form the majority of the population, with Christians still making up a significant minority.

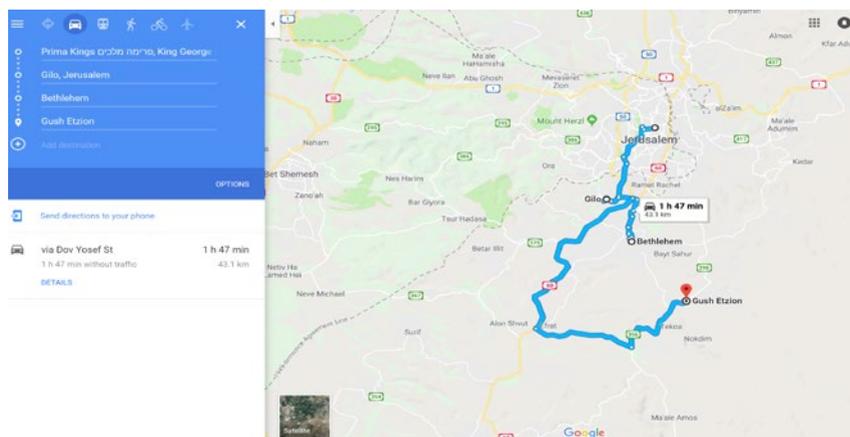
**Rawabi** – The first Palestinian planned city, is a two-fold, bold initiative: it serves as a new population center for Palestine, and as a courageous economic initiative that will contribute to permanent new job generation and sustainable long-term growth for the Palestinian economy. The new city integrates urban master planning, sustainable environmental policy, regionally-suited architecture and state-of-the-art infrastructure for residents, entrepreneurs and visitors.

**Binyamin region** - The region is named after the tribe of Benjamin and corresponds to the territory settled by the tribe in Biblical times. During Biblical times, the mountains of Judea and Samaria were the heart of Jewish life. The region flourished in the Kingdom of Israel, and many Jewish villages and towns were established there during the Greek period. The Crusaders fortified many towns, the ruins of which were later used as foundations for Arab villages. During the Ottoman period, the population in the area diminished. Archeological sites relating to Jewish history can be found everywhere, as well as many archeological findings such as mosaics, ancient wine cellars, and olive presses. Today, the Mateh Binyamin Regional Council is one of the largest regional councils in Israel, with 44 communities and a population of over 60,000. The council was established in May 1979, although the first communities in the region were established between 1975 and 1977.

**Halamish**, also known as Neveh Tzuf, is an Israeli settlement in the West Bank, located in the southwestern Samaritan hills to the north of Ramallah, 10.7 kilometers east of the Green line. This Orthodox Jewish community was established in 1977. In 2017 it had a population of 1,314 residents.

# Day 4 // Mar. 13, 2019 Wednesday

STAYING AT PRIMA KINGS, JERUSALEM



- 08:00-10:00** Introduction to areas A-B-C – driving and stopping at strategic places around Jerusalem
- 10:00-11:00** Driving to Bethlehem
- 11:00-14:30** Guided tour of Bethlehem by Daniella Gefen and a Palestinian tour guide, including lunch
- 14:30-15:00** Driving to Roots
- 15:00-16:30** Visiting Roots – A local meeting place for Palestinians and Israeli settlers
- 16:30-17:30** Drive back to Jerusalem

**\*Dress code: Casual, comfortable shoes**

**19:00** Leaving for a special dinner with representatives of the foreign press at the Jerusalem Press Club's Touro Restaurant

**\*Dress code: Business casual**

**Bethlehem** is a Palestinian city located in the central West Bank, south of Jerusalem. Its population is approximately 25,000 people and its economy is primarily tourist-driven. The earliest known mention of the city was in the Amarna correspondence of 1350–1330 BCE. The Old Testament states that the city of Bethlehem was built up as a fortified city by King Rehoboam, and identified it as the city where David was born and crowned as the King of Israel. The New Testament identifies Bethlehem as the birthplace of Jesus. Bethlehem was destroyed by the Emperor Hadrian during the second-century. Its rebuilding was promoted by Empress Helena, mother of Constantine the Great, who commissioned the building of its great Church of the Nativity in 327 CE. Bethlehem came under Jordanian rule during the 1948 Arab-Israeli War and was later conquered by Israel in the 1967 Six-Day War. Since 1995 Oslo Accords, Bethlehem has been administered by the Palestinian Authority.

**Gush Etzion** - The name “Gush Etzion” (literal translation “Etzion Bloc”) refers to the group of settlements located to the south of Jerusalem, between Bethlehem and the present-day settlement of Kfar Etzion. Populated in 1927, the block’s Jewish communities had to abandon their homes during the 1948 War, yet following the 1967 War several Jewish communities were re-established throughout the region. Few of the communities: Efrat, El’azar, Migdal Oz, Alon Shvut, Kfar Etzion, Bat Ayin and Beitar Illit. According to the Israeli Central Bureau of Statistics (end of 2016), there were around 23,000 settlers living in the Gush Etzion regional council. The Palestinian population of the larger area that includes all the settlements of the Gush Etzion Regional Council is around 230,000, and includes the large urban areas of Bethlehem, Beit Jala, and Beit Sahour, as well as many villages and two refugee camps.

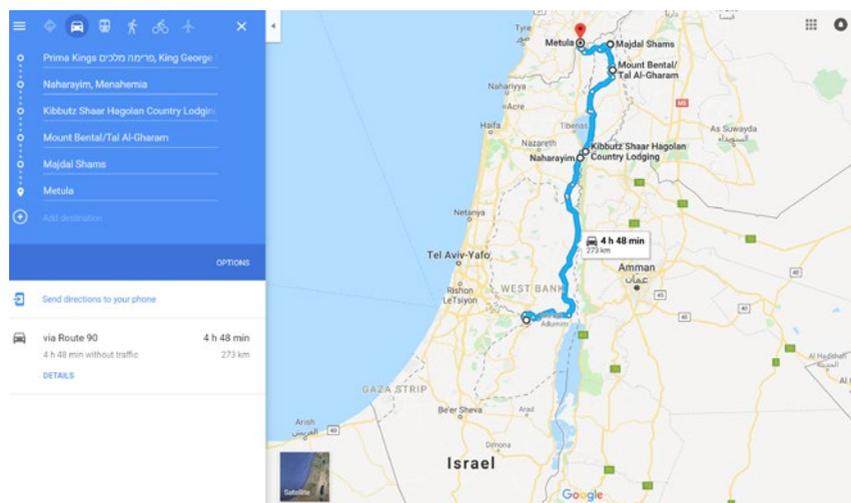
**The Roots Project** - Roots offers a paradigm shift, changing people and transforming the relationship between the sides. The project provides space for understanding, where hate and suspicion are challenged and enemy is transformed into neighbor and partner. At Roots, despair and fear are transformed into hope and collaboration.

// [www.friendsofroots.net](http://www.friendsofroots.net)

**Touro Restaurant** is a Kosher chef restaurant, located at the Jerusalem Press Club (JPC). It has been serving members of JPC and the general public since the launch of the JPC in 2013. The restaurant is named after Judah Touro, the American Jewish businessman who gave Sir Moses Montefiore the money to build Mishkenot Sha'ananim in Jerusalem. The restaurant combines a rich menu, amicable atmosphere, and spectacular view of the walls of the Old City. It is the perfect place for an unforgettable Jerusalemite culinary experience.

## Day 5 // Mar. 14, 2019 Thursday

STAYING AT METAYLIM HOTEL, METULA



- 08:00** Check out
- 08:00-10:30** Driving to the northern region of Israel
- 10:30-12:30** Visit "The Island of Peace" at Naharayim- Talk about the Peace between Israel and Jordan
- 12:30-12:45** Driving to lunch

- 12:45-13:30** Lunch in Kibbutz Sha'ar Ha'Golan
- 13:30-14:30** Driving to Mount Bental
- 14:30-16:00** Mount Bental, overlooking Syria. Historical briefing and current events in Syria
- 16:00-16:30** Driving to Majdal Shams, a Druze village in the Golan Heights
- 16:30-17:15** Meeting Majdi Sha'er; young local from Majdal Shams and some of his friends. He will tell us about the complexities of being a Druze whose parents are Syrians, living under Israeli sovereignty
- 17:15-18:00** Early dinner and home hospitality at a Druze family in Majdal Shams
- 18:00-19:00** Driving to Metula
- 19:00** Staying at Metaylim Hotel in Metula
- 20:30** Mid-trip reflection

**\*Dress code: Casual, comfortable shoes**

**Naharaim** - Naharayim, meaning "two rivers" in Hebrew, is so named because of its location between the Jordan and the Yarmuk rivers. Pinhas Rotenberg, known as the Old Man of Naharayim, chose this spot for the establishment of Palestine's (Israel during the British mandate) first hydroelectric power plant, which supplied electric power from the north of the country to Hadera. Construction of the project began in 1927 and was completed in 1932. The plant functioned until the beginning of Israel's War of Independence in 1948. This site was named the "Island of Peace" in 1994 when Israel and Jordan signed the peace treaty at the site. According to this accord, the "island" is under Jordanian sovereignty, but is owned by the two kibbutzim of Ashdot Yaakov, which cultivate the land, manage tourist enterprises and develop the site.

**Mount Bental**, which has a great panoramic view of the Golan Heights and part of Syria, was the site of a fierce battle during the Yom Kippur War (1973). A short drive up, the mountain-top provides both scenic beauty and a glimpse back to the past – with bunkers open to visitors. Mount Bental is located in the middle of the Golan Heights, towards the Syrian border.

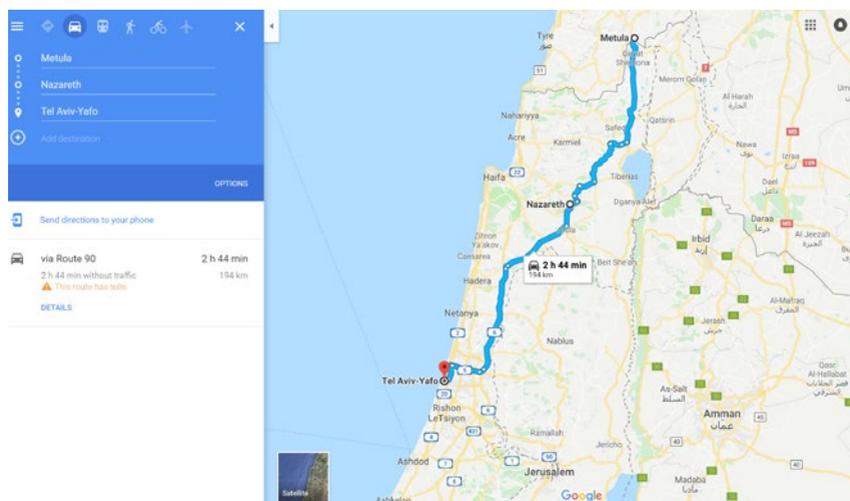
The old army bunkers are open to the public, most of them have been completely cleared out apart from old beds and batteries which can still be seen, and bumped into if you walk without the aid of a flashlight. In a small room within the bunker, maps and signs on the wall tell the tale of the battle. In 1973, in the battlefield below, 160 Israeli tanks repelled the attacking Syrian forces, totaling 1,500 tanks and 1,000 artillery pieces. When the guns fell silent, only 7 Israeli tanks were operational. Today, in commemoration of that bloody battle, the battlefield below is called Emek HaBacha, the Valley of Tears.

**Majdal Shams** is a Druze village in the southern foothills of Mt. Hermon, north of the Golan Heights. The majority of residents are of Syrian-Druze origin. Since June 1967, when the Six-Day War took place, the village has been under Israeli control, first under martial law, and then under Israeli civil law since the adoption of the 1981 Golan Heights Law. The village was then incorporated into the Israeli system of local councils. The name Majdal Shams is of Aramaic origin, meaning "tower of sun," possibly in reference to the town's elevation.

**Druze** - Small Middle Eastern religious sect, originating in Egypt, and characterized by an eclectic system of doctrines and by a cohesion and loyalty among its members that have enabled them to maintain for centuries their close-knit identity and distinctive faith. The Druze number more than 1,000,000 in the early 21st century and live mostly in Lebanon, with smaller communities in Israel, Syria, Jordan, and abroad. Despite the small size of their community, the Druze have figured prominently in Middle Eastern history. During the Crusades, Druze soldiers aided the Ayyūbid and later Mamlūk forces by resisting Crusader advances at the Lebanese coast. The Druze enjoyed considerable autonomy under the Ottoman Empire and often rebelled against it, protected from direct Ottoman control by the mountainous terrain of their homelands. In the 20th and 21st centuries the Druze in Lebanon have mostly been represented in national politics by two families. The Druze permit no conversion, either away from or to their religion. Marriage outside the Druze faith is rare and is strongly discouraged. Many Druze religious practices are kept secret, even from the community as a whole. Only an elite of initiates participate fully in the religious services and have access to the secret teachings of the scriptures.

# Day 6 // Mar. 15 2019 Friday

STAYING AT PRIMA CITY HOTEL, TEL AVIV



- 08:00-10:00 Jeep tour around the Lebanese border with locals from Metula
- 10:00-11:30 Driving towards Tel Aviv
- 11:30-14:00 TBD
- 14:00-15:30 Driving to Tel Aviv
- 15:30 Check in – Prima City Tel Aviv hotel
- 18:45 Driving to Shabbat dinner
- 19:00-22:00 Home hospitality: Shabbat Dinner at the home of an Israeli family in Tel Aviv

**\*Dress code: Business casual, even a bit on the dressy side**

**Metula** is Israel's northernmost town, a quiet and pleasant place, built out of a ridge of hills with a view of Mt. Hermon and the green Galilee landscapes. Metula was founded in 1896 by Baron Edmond de Rothschild as a "moshava", a semi-cooperative agricultural community, and most of its founding families were agricultural workers from established communities in Israel's coastal region. After Israel's War of Independence, a few neighborhoods were added. Most of Metula's early settlers earned their livelihood from agriculture. As Israel's tourism industry developed, Metula's residents developed tourism and vacation facilities, which are now the town's main source of revenue.

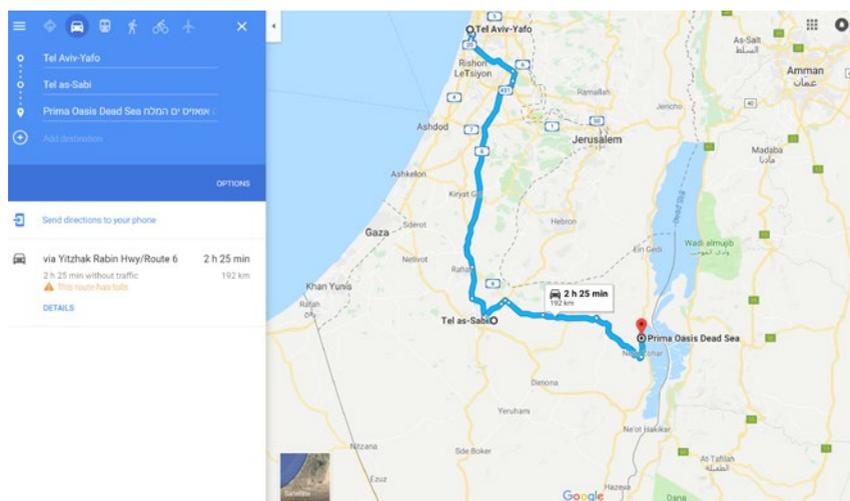
**Tel-Aviv** - The city was founded in 1909 by Jewish immigrants, on the outskirts of the ancient port city of Jaffa. Today, Tel-Aviv is a major city in Israel, the second-most populous city after Jerusalem. Situated on the Mediterranean coastline in central-west Israel, Tel Aviv has a population of 426,138 within city limits. The city is the focal point of the larger Tel Aviv Metropolitan Area, which contains over 3.7 million residents, 42% of the country's population. Tel Aviv is governed by the Tel Aviv-Yafo municipality, headed by Mayor Ron Huldai, and is home to many foreign embassies. Tel Aviv's White City, designated a UNESCO World Heritage Site in 2003, comprises the world's largest concentration of buildings with international architectural styles (Bauhaus and other related modernist architectural styles). Tel Aviv is a global city, and is ranked the twenty-fifth most important financial center in the world. Tel Aviv has the third-largest economy of any city in the Middle East and is nicknamed "The City that Never Sleeps" and "Party Capital", for its lively nightlife, dynamic atmosphere and its famous 24-hour culture.

**Shabbat** - Judaism's day of rest and the seventh day of the week, in which religious Jews remember the Biblical creation of the heavens and the earth in six days. According to the Halakha (Jewish religious law), Shabbat is observed from a few minutes before sunset on Friday evening until the appearance of three stars in the sky on Saturday night, due to the fact that the Hebrew calendar is lunar and therefore the day begins at night. Shabbat is ceremoniously ushered in by lighting candles and reciting a blessing.

Traditionally, three festive meals are served: in the evening, in the morning, and late in the afternoon. The evening meal typically begins with a blessing called "Kiddush" (which literally means blessing) and another blessing recited over two loaves of challah (representing the beginning of a feast). Shabbat comes to a close the following evening with a Havdalah blessing (which distinct between the holy day and the weekday). Shabbat is a festive day when Jews release themselves from regular labors of everyday life. It offers an opportunity to contemplate the spiritual aspects of life and to spend time with family.

## Day 7 // Mar. 16, 2019 Saturday

STAYING AT OASIS HOTEL, DEAD SEA



- 14:00** Check out
- 14:00-16:45** Free time and lunch at your leisure
- 16:45-18:30** Driving from Tel Aviv south, to the Bedouin city of Tel Sheva, one of the seven Bedouin cities in the Negev

**18:30-19:15** Home hospitality and a personal story from Suheila abu Rkeek, our host. This is a story of female empowerment in a conservative community, about modern life being imposed onto the Bedouins, and about the complicated relationship between the Bedouin community and the Israeli authorities

**19:15-20:30** Bedouin dinner

**\*Dress code: Casual and a bit modest**

**20:30-21:30** Driving to the Dead Sea

**21:30** Staying at Oasis Hotel, Dead Sea

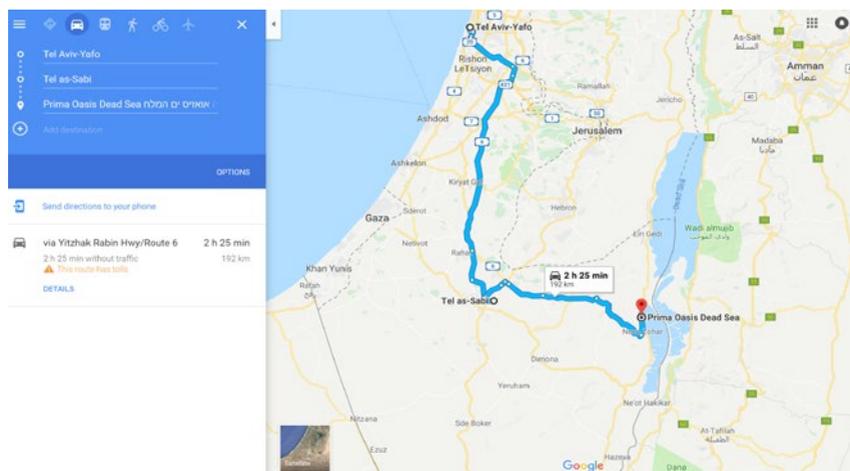
**Negev** - The Negev, which extends over Israel's southern region, accounts for over half of Israel's land area. Due to its desert character, however, this region is sparsely populated. Various groups of people have lived in the Negev since the dawn of history: Nomads, Canaanites, Philistines, Edomites, Byzantines, Nabateans, Ottomans, and of course Israelis. Their economy was based mainly on sheep herding and agriculture, and later, also on trade.

**Bedouin** are a tribe of Arab ethnic groups, nomadic peoples of the Middle Eastern deserts, especially of North Africa, the Arabian Peninsula, Egypt, Israel, Palestine, Iraq, Syria, and Jordan. The term contrasts against 'Hathar (حضر)' which refers to the city or town dwellers in the Arabic language. Bedouin means "Badiyah dwellers" in the Arabic language, as 'Badyah' means literally the visible land (the desert). Bedouin territory stretches from the vast deserts of North Africa to the rocky sands of the Middle East. They are traditionally divided into tribes, or clans and share a common culture of herding camels and goats. The Bedouin population in the Negev numbers 200,000-210,000. A little over half of them live in seven government-built Bedouin-only towns; the remaining 90,000 live in 46 villages – 35 of which are unrecognized and 11 of which were officially recognized 10 years ago.

**Tel Sheva** (Tel as-Sabi, in Arabic) is a Bedouin town in the Southern District of Israel, bordering with the city of Be'er Sheva. In 2015, it had a population of 18,671. Tel as-Sabi was founded in 1967 as part of a government project to settle Bedouins in permanent settlements, and it is the first Bedouin town in Israel.

# Day 8 // Mar. 17, 2019 Sunday

STAYING AT PRIMA CITY HOTEL, TEL AVIV



**05:30** **Optional** – sunrise hike

**\*Dress code: Water, hiking shoes**

**07:30-09:30** Free time at the Dead Sea

**09:30** Check out

**09:30-11:00** Driving to “Black Arrow” lookout over Gaza Strip

**11:00-12:30** Brief over Gaza Strip at “Black Arrow” by Daniella Gefen

**12:30-13:30** Lunch in Sderot

**13:30-15:00** Meeting with Sharon Shelly, local from one of the Israeli communities around the Gaza Strip

**15:00-17:00** Driving to Prima Tel Aviv Hotel

**17:00** Free evening and dinner at your leisure

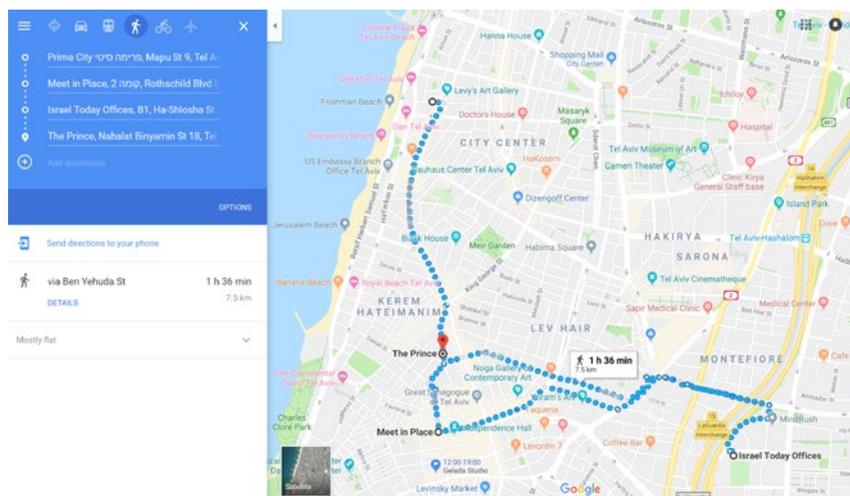
**\*Dress code: Casual, comfortable shoes**

**The Dead Sea** is a Salt Lake bordered by Jordan to the east and Israel and the West Bank to the west. Its surface and shores are 429 meters (1,407 ft) below sea level, the world's lowest point on land. The Dead Sea is 304 m (997 ft) deep, the deepest hypersaline lake in the world. With 34.2% salinity (in 2011), it is 9.6 times as salty as the ocean, and one of the world's saltiest bodies of water. This salinity makes for a harsh environment in which plants and animals cannot flourish, hence its name. The Dead Sea is 50 kilometers (31 mi) long and 15 kilometers (9 mi) wide at its widest point. It lies in the Jordan Rift Valley and its main tributary is the Jordan River.

**The Gaza Strip**, or simply Gaza, is a small self-governing Palestinian territory on the eastern coast of the Mediterranean Sea that borders Egypt on the southwest for 11 kilometers (6.8 mi) and Israel on the east and north along a 51 km (32 mi) border. Gaza, together with the West Bank, comprise the Palestinian territories claimed by the Palestinians as the State of Palestine. Both Gaza and the West Bank fall under the jurisdiction of the Palestinian Authority, but Gaza has since June 2007 been governed by Hamas, a terror organization. In 2005 Israel withdrew from Gaza and evacuated 8,000 Israelis who had lived in the settlements called Gush Katif, located in Gaza. Since 2008 there have been several military operations between Israel and the Hamas terrorist organization. The most recent operation took place in summer 2014 and was called in Israel "Protective Edge".

# Day 9 // Mar. 18, 2019 Monday

STAYING AT PRIMA CITY HOTEL, TEL AVIV



- 08:30-09:00** Driving to "Meet in Place" Tel Aviv
- 09:00-10:30** Meeting with Eitan Ben Eliyahu, a retired Major General in the IDF who was the Commander of the Israeli Air Force
- 10:45-12:00** Meeting with young Israeli journalists, discussing being a journalist in Israel and the media's role in Israel 2019
- 12:00-13:00** Lunch
- 13:00-14:30** Meeting with Lt.-Col. Yonatan Conricus, IDF spokesperson for the foreign press
- 14:30-15:00** Driving back to the hotel
- 15:00-18:00** Rest at the hotel
- 18:00-18:30** Driving to "Israel Hayom" (Israel Today) newspaper
- 18:30-19:30** Meeting Erez Lin, international correspondent of "Israel Hayom" and having a tour of the newspaper



**19:30-20:00** Driving to closing dinner

**20:00** Closing dinner and night out in center Tel Aviv

**\*Dress code: Business casual**

**Eitan Ben Eliyahu** (born 1944), retired Major General in the IDF who was the Commander of the Israeli Air Force (1996-2000). Since leaving active duty, Eliyahu founded and serves as CEO of the Sentry Technology Group, and was the president of East West Ventures Ltd. Eliyahu is also on the boards of Hebrew University of Jerusalem, the Israel Democracy Institute, and the Rabin Research Center.

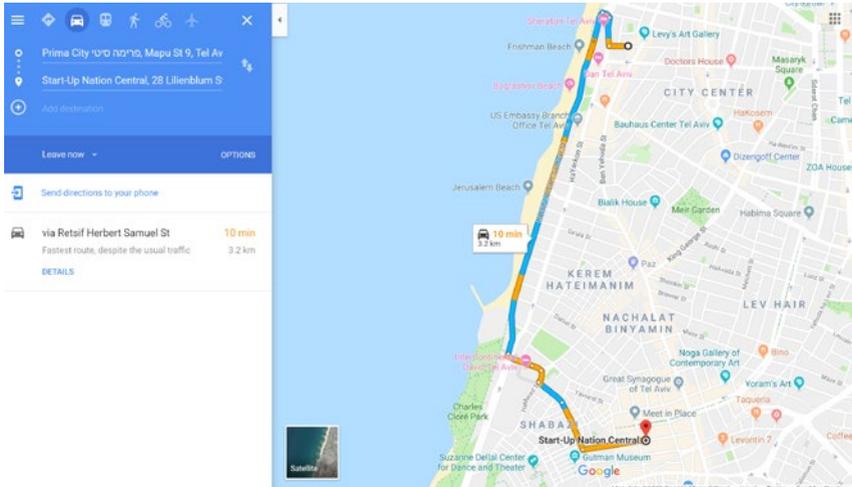
**The Israel Defense Forces (IDF)** was officially established on May 31, 1948, shortly after the founding of the State of Israel. The IDF incorporated pre-state Jewish paramilitary organizations, including the Haganah, Palmach, Irgun and Lehi. The IDF consists of the Ground Forces, Airforce, and the Navy. The IDF is commanded by its Chief of the General Staff, and is subordinated to the Defense Minister of Israel. Lt. General (Rav Aluf) Gadi Eizenkot has been serving as the Chief of the General Staff since 2015.

// <https://www.idfblog.com/>

**Israel Hayom** (Israel Today in Hebrew) is an Israeli national Hebrew-language free daily newspaper, first published in 2007. It has the largest daily circulation in the country. According to May 2017 the circulation of the newspaper was 275,000 copies on week days and 450,000 copies on the weekend addition. Since its establishment, the newspaper has been owned by the American-Jewish tycoon Sheldon Adelson. Israel Hayom is known for the positive coverage of PM Benjamin Netanyahu. The popular nickname of Israel Hayom is "Bibiton", a combination of Benjamin Netanyahu's nickname "Bibi" with the Hebrew word for newspaper, "iton".

# Day 10 // Mar. 19, 2019 Tuesday

LAST DAY



- 09:15 Driving to Start Up Nation Central
- 09:30-11:00 Meeting at Start up Nation Central discussing the Israeli eco system
- 11:00-18:45 Free time for reporting
- 18:45-20:30 Feedback session at the hotel
- 21:00 Departure to Ben Gurion Airport

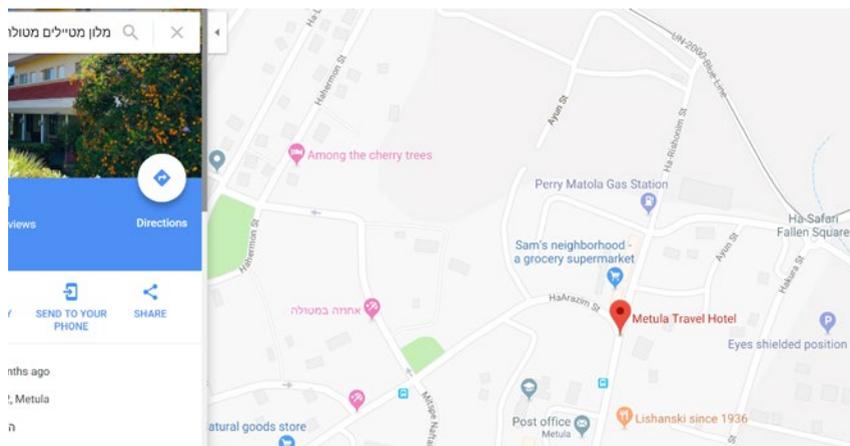
**Start-Up Nation Central** is an independent non-profit that builds bridges for Israeli innovation. We connect business, government, and NGO leaders from around the world with Israeli innovation, offering Israeli innovators access to high-potential and previously inaccessible markets, through highly customized business engagements, and through Start-Up Nation Finder – an easy to use, up-to-date, free online platform for discovering and connecting with the thousands of relevant innovators

# GENERAL INFORMATION

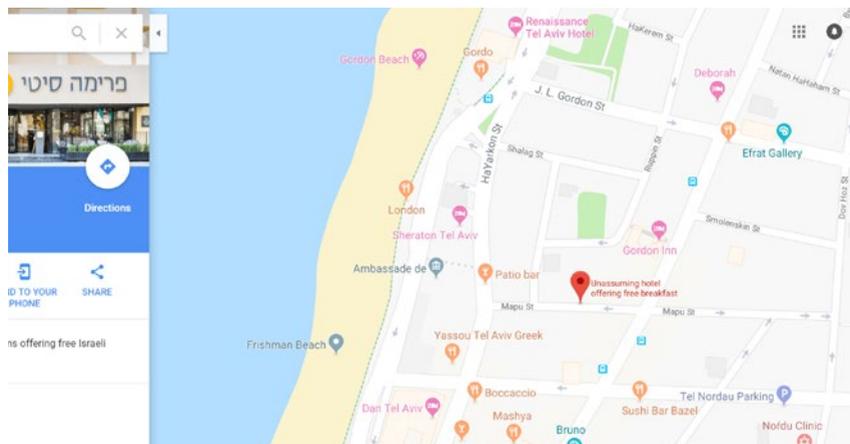
Jerusalem - Prima Kings Hotel, 60 King George St.



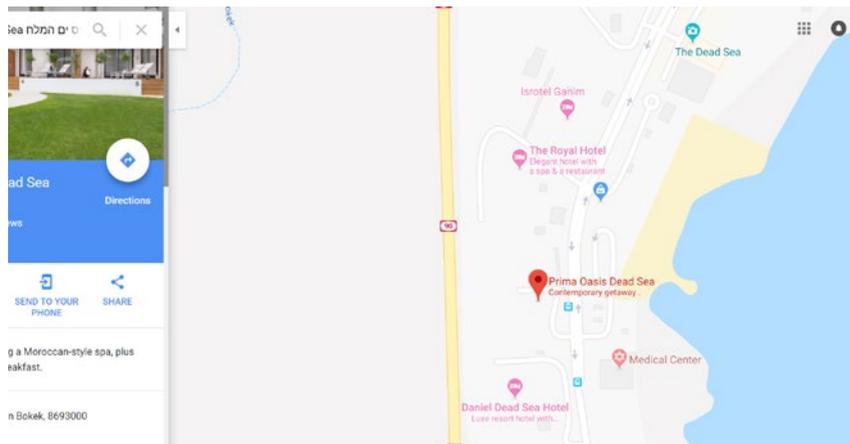
Metula – Metaylim Hotel, 52 Harishonim St.



## Tel Aviv - Prima City Hotel, 9 Mapu Street



## Dead Sea – Oasis Hotel, Ein Bokek



# ISRAEL MAP



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