



DEFINING ZIONISM IN THE 21ST CENTURY

An Online Speaker Series



JOIN US

**Re-framing Israel Advocacy:
Listening as a Precondition to
Being Heard**

with Rabbi Melissa Weintraub
Director, JCPA Civility Initiative
and Founding Director, Encounter

Thursday • October 23 • 7:30 pm EDT

(This program will be fully captioned.)

Hadassah's Defining Zionism in the 21st Century Series is an online monthly program that creates a welcoming opportunity for everyone to explore various perspectives of Zionism from the comfort of home. This program is free of charge and open to the community.

Many Israel advocates wish their efforts had wider and stronger impact among the disengaged, uninformed, indifferent, skeptical and critical. This talk addresses why efforts to cultivate sympathy for Israel aren't heard by many of the audiences advocates most want to reach, and what might be more effective. More than talking points and messaging, we need to be training advocates in how to listen deeply, ask the right questions, see the point of view of their audience honestly, show respect for their opinions, and appeal to their values.

To register, go to
www.hadassah.org/definingzionism
[#definingzionism](https://twitter.com/definingzionism)

SAVE THE DATES:

November 12, 2014

Nomi Colton-Max, Foreign Policy Analyst on Middle East and Founding Member of Ameinu
Progressive Zionism: The Most Important Discussion for the Next Generation of North American Leadership

December 15, 2014

Jasmine Patihi, Program Coordinator, Stand With Us
Inspiring Zionism

PARTICIPATING ORGANIZATIONS



This program is part of **EdConnections**, an umbrella of Hadassah's diverse Jewish and Zionist education programs. Programs offer topics of interest and import, both online and in units around the country.

©2014 HADASSAH, THE WOMEN'S ZIONIST ORGANIZATION OF AMERICA, INC. HADASSAH IS A REGISTERED TRADEMARK OF HADASSAH, THE WOMEN'S ZIONIST ORGANIZATION OF AMERICA, INC.