

Link Media, Inc.

(San Francisco, CA)

Total Award: \$75,000 over 1 year

Chat the Planet: Israel Speaks to America

To support *Chat the Planet: Israel Speaks to America*, an effort to link youths from Israel, Palestine and the United States in a dialogue that aims to build relationships, break down prejudice and encourage a commitment to social change on the part of participants and viewers. *Chat the Planet* is a television program that engages the world's young people in conversations that lead to positive change. *Chat the Planet* programming appeals to both young audiences and potential supporters because it reflects the values of actual young adults from across the globe who discuss the topics that most affect their lives. Scant coverage of global issues or reporting on global perspectives, coupled with the number of youth who are on-line or watching television, has resulted in a poorly informed youth constituent group. *Chat the Planet* connects existing digital networks and provides a common point of interaction and dialogue that encourage global thinking. Their strategies for transforming interest into action include: connecting a cause with a personal experience; informing individuals of opportunities to take action; showing how action is related to success of a collective effort and showing individuals how their participation provided personal benefit. *Chat the Planet* will feature a two-way video link connecting American youth audiences with youth in other countries; the format will be a hybrid of entertainment and serious discussions of timely issues. This youth-centered television show will feature hot documentary-style segments to stimulate conversation; and discussion topics will include social issues such as violence, sexual development, race and class relations.

Program Contribution Breakdown:

\$10,000 Arts and Culture Program: *Objective I, Strategy 3*

\$60,000 Interprogram Initiatives for Social and Economic Justice Program: *Objectives I & II*

\$5,000 Jewish Life and Values Program: *Goal I, Objective 4*