

MATANEL FOUNDATION

ACTIVITY REPORT

Program: *Safa Hadasha*
Year: 2024

Please present your activity report according to the following lines. The whole report will not exceed 2 or 3 pages (as word document).

Name of the Program: Safa Hadasha (New Language)

Year of activity: 2024

Name of report writer: Ben Ben-Ami

Function of report writer: Associate editor, Reshimo Institute

Mail: safa.hadasha.mag@gmail.com

Phones: 0545855188

Website / Facebook address of the organization: <https://www.safahadasha.co.il>

Number of active participants in the program:

Members: 4

Initial site development – Raz Tzur

Graphic designer – Ela Yehudai

Site programmer – Dganit

Language editor –

Hebrew-Arabic translator –

Contributors to 1st edition – 45

Overall – 54 participants

Estimated number of impacted participants: approximately 5000 readers

Give the actual state of the program (where the program stands at the date of the activity report, no more than ten lines):

After the success of the first edition, titled “Simchat Torah”, and the achievement of producing from scratch a journal during a time of war, we prepared for the online launch of Safa Hadasha in early January. During that time, we gathered, edited, and curated texts, articles, poetry, stories, and artworks. We are in the advanced stages of work with the graphic designer who designed our logo, creating a new website that will facilitate the work of our editors, readers, and site users. Our efforts to develop and improve the site aims to create a new journal platform that will make it easier to correlate visual, audio, and textual content, opening the door to a wider and more diverse audience and adding two more languages for accessibility (English and French). Furthermore, we are planning the festive launch event for the journal to be

held in January in Matanel House, Tel Aviv. Our staff now includes a marketing and social media professional, and we are establishing a network for future publications in the social media sphere.

The main achievements during the last year of activity (main achievements, number of events, number of participants, etc.):

Following the events of October 7 and the profound rift it created within Israeli society among different communities, Prof. Haviva Pedaya initiated the establishment of the online journal Safa Hadasha with the committed goal of promoting a discourse of healing within this society. Initial work on the publication began in the summer months as members assembled and collaborated to create the first-of-its-kind online platform. Throughout August and September, we gathered materials, proofed and edited text, and correlated written works and other works of other mediums. In a brief span of time, we worked on the design and configuration of the site, uploaded texts and images, announced and advertised the launch, and the new publication was born. Currently, the journal includes sections devoted to music, visual art, philosophy and Israeli society, the relation of Zionist Judaism to Israeli identity, interviews, poetry, literature, Jewish-Arab relations in the Middle East, a trauma laboratory providing tools and practices from various approaches, and the contribution of Jewish Studies and literature to current day issues.

During Simchat Torah in the final days of September, marking one year in the Jewish calendar since the massacres of October 7, we opted to theme our first edition "Simchat Torah" which included fifty items in Hebrew and one in English. The authors who contributed come from different communities within Israel, are of different age groups and opinions, including academics, therapists, poets, writers, and artists.

Following journal publication, chief editor Prof. Haviva Pedaya was invited, along with broadcaster Goel Pinto, to discuss the contribution of this journal to Israeli society on the "Kan Tarbut" (Culture Here) radio show. Site logins and our Facebook page reached approximately 5000 readers worldwide.

The evaluation (methodology, results, comparisons with the precedent year, conclusions for the future...):

Safa Hadasha staff and management are currently working hard to consolidate the foundations for a long-term and sustainable platform, with new editions publicized every two months focused on a central theme that addresses current Israeli society needs. Methodologically, we analyze our reader population by user entries, Google searches, and focus team discussions on improving and refining content to reach an ever-increasing audience.

Provisional guide lines for the advancement of the program in the next year:

We are considering several avenues to expand our scope of operations, including hard copy print and distribution, reading events on journal topics that address various audiences, awards for creators and contributors, establishing a newsletter, and increasing the number of languages.

As we approach 2025, preparations include recruiting writers, scholars, and relevant therapists and professionals, capital and resource recruitment, expanding our management team, ongoing social network activity, focused funded campaigns for target audiences, and social events designed to provide and disseminate means of healing the various communities within Israel.