Budrus follows a Palestinian community organizer and his 15-year-old daughter who unite Palestinians from all political factions and Israelis in an unarmed struggle to save their village from destruction by Israel’s Separation Barrier.

Ayed’s effort becomes a galvanizing force within Budrus and beyond, and leads to the formation of the Popular Committee Against the Wall, the first united Palestinian initiative to resist the Wall. After over 50 demonstrations, the Israeli government reroutes the Wall away from Budrus.

While this film is about one Palestinian village, it tells a much bigger story about what is possible in the Middle East. Ayed succeeded in doing what many people believed to be impossible: he united feuding Palestinian political factions; he brought women to the center of the struggle by encouraging his daughter Iltezam’s leadership; and he welcomed hundreds of Israelis to cross into Palestinian territory for the first time and join this nonviolent effort.

WHAT THE CRITICS SAID

“This year’s must-see documentary Budrus is a riveting window into what might be possible if Palestinians adopted civil disobedience on a huge scale.” New York Times

“What’s most gratifying about Budrus is that the film enables us to feel some of the same emotions the participants experienced.” LA Times
## WHO SAW IT

### 53 Festivals
Including Dubai & Hot Docs

### 2.7M Estimated Global Audience
2,763,575

### 185 Cinema
185 cities internationally including the US, Israel, Palestine, Germany and the UK

### 3 Broadcast
Shown in on 3 channels internationally, plus HBO Latin America

### 27K Online Trailer
27,495 views

### 8.5K Social Networking Sites
- 5940 Just Vision Facebook Likes
- 2138 Budrus Facebook Likes
- 1372 Twitter followers
- IMDB, 77%, From 218 users
- Rotten Tomatoes, 87%, Average 7.4/10

### 16K Email List
Over 16,000 subscribers

### 209K Website
From January 2009, when Budrus began to be mentioned on the Just Vision website and in their materials, they received 209,513 unique visitors

### 489K Julia Bacha’s TED Talk
“Pay attention to nonviolence”
489,835 views
www.ted.com/talks/julia_bacha
THE CAMPAIGN

THE CAMPAIGNERS

Just Vision – the organization behind the film Budrus and its outreach campaign - is made up of a team of Palestinian, Israeli, North and South American human rights advocates, conflict resolution experts, filmmakers and journalists, working to increase the power and legitimacy of Palestinians and Israelis working to end the occupation and resolve the conflict using nonviolent means. www.justvision.org

Since their first film Encounter Point was released in 2006, Just Vision have been working to reframe the conversation around Palestinian unarmed resistance and related Israeli engagement in the context of an intractable political situation. Their work over they years has laid the foundation for the larger, more ambitious campaign for Budrus.

BUDRUS CAMPAIGN AIMS

The goal of Just Vision is to contribute to fostering peace by rendering Palestinian and Israeli civic peace builders and nonviolence leaders more effective and valued in their efforts.

While violent extremism receives front-page exposure, courageous nonviolence leaders are often invisible within their own societies and beyond. Consequently, the Budrus campaign wanted to ensure that these Palestinian and Israeli civic leaders are more visible, valued and influential in their efforts.

The campaign worked on a grassroots level across Palestine, Israel and the US via a series of screenings and careful cultivation of opinion formers and key influencers, to raise the profile of effective, local nonviolent resistance.

“NOW MORE WOMEN WILL SEE HOW IMPORTANT THEIR ROLE IS”
THE GOAL WITHIN PALESTINIAN SOCIETY
The challenge within Palestinian society was to shift the conversation; to demonstrate the efficacy of non-violence by ensuring that this recent, local success story was no longer invisible.

In addition, the team chose to highlight a story with women at the centre of the action to raise the visibility of women role models and encourage women to recognise their potential contributions.

By directly targeting Arabic journalists and media outlets (prior to the broader regional uprisings), the film wanted to reframe non-violent community organizing as a heroic, effective and patriotic form of action, rather than one of capitulation and betrayal.

THE GOAL IN THE USA
The goal in the US was to put the town of Budrus and its successful nonviolence movement on the map, and to contrast the dominant discourse of violence, extremism and political deadlock. It was found that wherever Palestinians were mentioned in the press, discussion of violence often followed and conversely, when successful non-violent strategies were employed, this would not be acknowledged in press coverage.

THE GOAL IN ISRAEL
Education and favourable media coverage towards Budrus were the key goals in this territory, with the broader aim of raising Israeli awareness about the goals, achievements and challenges to Palestinian-led nonviolence efforts.
CAMPAIGN IMPACT & ACHIEVEMENTS

HOW THE CAMPAIGN WORKED

PALESTINIAN SOCIETY
Just Vision brought together unlikely allies to strengthen non-violence efforts. For instance, they brought 55 Palestinian women from a Bethlehem-based organization, Wi’am, to meet the women of Budrus. Despite their urban-rural divides and differences in levels of formal education the women of Wi’am wanted to learn more from the Budrus women after watching the film, especially regarding their critical leadership role. This was a successful pilot with similar trips to come, intended to unite women from different backgrounds around effective unarmed strategies for political change.

Even though the number of universities in Palestine is limited, the film has screened widely, at 9 universities and counting.

USA
They introduced influential American Baptist ministers to Budrus’ nonviolence leaders, as well as members of the Tea Party and veteran civil rights figures such as Congressman John Lewis. Lewis had never been involved in this specific issue but accepted their invitation to meet Ayed. These meetings also had the effect of breaking the isolation on the ground, felt by leaders like Ayed.

The film has directly targeted change-makers through high profile events. It was screened on Capitol Hill for 200 officials followed by a panel with Congressmen Ellison and Baird, the filmmakers and Ayed Morrar. Similarly, the Director of Israeli and Palestinian Affairs at the National Security Council saw Budrus, met with the filmmakers to discuss next steps and brought the film to his superior, who spoke with the filmmakers about Budrus at a White House party hosted by President Obama.

This was part of the strategic ambition to get the success of Budrus’s movement noticed at the highest levels.

ISRAEL
The campaign in Israel is modest but very strategic. As Israelis join the military straight out of school, Just Vision is approaching pre-military programs on a local basis to screen the film. In addition, they are organising a campus educational program for Israelis post-military who have direct experience in the field but are still in the process of forming their political identities, to better educate them about life under occupation, about Palestinian unarmed
efforts to secure their rights, and to expose them to Israeli activists who join these efforts. So far they have held 14 university screenings.

EDUCATION
All of the above work is supported by extensive educational resources. Just Vision has created lesson plans and a peacebuilding simulation exercise for students, as well as facilitation guides and exercises on issues such as non-violence, divergent narratives and media literacy.

Their online strategy includes offering comprehensive, nonpartisan information about peace builders and nonviolence leaders in the region, as well as ‘Get Involved’ tools with specific resources for travelers to the Middle East, and for faith leaders.

Prior to the start of production in 2007 only a handful of references to Budrus existed online. Today, more than 300,000 exist in English alone, and the most influential journalists cover this issue as though they had always been aware of Budrus’ story and success. Moreover, correspondents now also focus their stories on other Palestinian and Israeli nonviolence leaders who had previously been invisible.

Just Vision partnered with StrategyOne, a division of the public relations firm Edelman, to assess the impact of Budrus on the discourse about events in the Palestinian village and on Palestinian nonviolence more broadly in mainstream English-language press. The initial draft of the results indicates that there has been a significant qualitative shift in discourse about events in Budrus.

In the beginning of the analysis period, media reported on the protests that took place in Budrus, often focusing on violent aspects of the incidents. The majority of Budrus coverage appeared following the debut of the film in December 2009, accounting for 68% of total articles. Discussion of the film shaped the dialogue and brought the nonviolent movement to the forefront of the conversation surrounding Budrus. Of the coverage published post-film debut, 65% of articles communicated a message of nonviolence (vs. 14% of articles in 2003-2008). Message penetration mostly occurred in the last two years of the analyzed period (2009-2011), when film coverage appeared, with 91% of message pick-up appearing during this time frame.

Today, Palestinian nonviolent efforts are growing in number and size. After a screening in the village of al-Walaja, 4x more people than usual attended an unarmed demonstration. At a screening in Budrus, one Popular Committee leader from neighboring Ni’lin remarked that he wished his community had seen the movie before they launched their unarmed struggle to learn the lessons of Budrus, especially how to keep demonstrations peaceful. Similarly, a young man from Nabi Saleh stated that “now more women will see how important their role is” in nonviolent struggle. Just Vision has noticed an uptick in women’s participation in non-violent movements.

In Israel, Channel 2 News – a commercial news channel – devoted a principal news segment to a positive piece about Budrus. This was placed in the slot before the World Cup in July and was thus one of the highest rating slots on Israeli television – a real first for Israeli news reporting.

CAMPAIGN NUTS & BOLTS
CAMPAIGN BUDGET
$894,444

PRODUCTION BUDGET
$489,750

LENGTH OF CAMPAIGN
December 2009 to present

CAMPAIGN PARTNERS
Just Vision has worked with approximately 50 NGOs in Israel, the US and Palestinian society during the Budrus audience engagement campaign. In addition the following two organisations facilitated US activity:

New America Foundation
Hosted two dinners in NY & Washington and curated influential guestlist including Congress, journalists, public intellectuals. This generated media attention and opened doors.

Women Donor’s Network
Individual members helped spread the word and provide outreach funding in key cities in the US.
The team at Just Vision are aware that they are working in one of the most intractable and complex political contexts possible, where many have given up hope of a solution ever being found. Amidst headlines focused on violence, extremism and political posturing, they have taken a strategic decision to work at a grassroots level to build capacity for the overlooked nonviolence leaders within Palestine, and the Israelis who support them. Their outlook is long-term, as they build deep relationships to create change, one person at a time.

Shifts in conversation are always difficult to measure, but the Budrus team have not only succeeded in changing the discourse around Palestinian non-violence, but have gone one further and measured this seismic change in the groundbreaking StrategyOne study they commissioned.

“They build deep relationships to create change”
TEAM BIOGRAPHY

DIRECTOR

JULIA BACHA is a media strategist and award-winning filmmaker whose work has been exhibited at Sundance, Tribeca, Berlin, Jerusalem, and Dubai International Film Festivals, and broadcast on the BBC, HBO, Al Jazeera and Al Arabiya television channels. Since graduating Magna Cum Laude from Columbia University in 2003, she has strategically used film to highlight under documented stories from the Middle East.

Julia started her filmmaking career in Cairo, where she co-wrote and edited Jehane Noujaim’s critically acclaimed documentary, Control Room (2004), for which she was nominated to the Writer’s Guild of America Award. Control Room marked the first time most Americans were exposed to an inside view of Al Jazeera and generated wide public debate about US media coverage during the war in Iraq. Since 2004, Julia has been working closely with Ronit Avni to develop and implement Just Vision’s media strategy.
AWARDS & PRIZES

BERLIN INTERNATIONAL FILM FESTIVAL 2010 – Audience Award Second Prize
TRIBECA FILM FESTIVAL 2010 – Special Jury Mention
SAN FRANCISCO INTERNATIONAL FILM FESTIVAL 2010 – Audience Award
JERUSALEM INTERNATIONAL FILM FESTIVAL 2010
Honorable Mention in the Spirit of Freedom Award
SILVERDOCS 2010 – Witness Award
BERGEN INTERNATIONAL FILM FESTIVAL 2010 – Checkpoints Award
DOCUMENTA MADRID 2010 – Honorable Mention of the Jury
PESARO FILM FESTIVAL 2010 – Amnesty Italia Award
TRVERSE CITY FILM FESTIVAL 2010 – Founders Prize, Best of Fest
FESTIVAL DE LIBERTÉS 2010 – Best Documentary
MOVIES THAT MATTER FESTIVAL 2011 – Amnesty International’s A Matter of ACT Award

KING HUSSEIN LEADERSHIP PRIZE
THE HENRY HAMPTON AWARD FOR EXCELLENCE IN FILM & DIGITAL MEDIA
- The Council on Foundations and Grantmakers in Film & Electronic Media

RIDENHOUR FILM PRIZE sponsored by The Nation Institute and The Fertel Foundation
Keeping the village neat and clean...

New waste dump in town...
Ayaed Morrar: The West Bank’s reluctant movie star

The Palestinian filmmaker renowned in the West for his documentaries is the focus of a new film, "The Unknown Soldier," that opens in theaters here.
Palestinian non-violence

The story of Budrus

A documentary film about a village that succeeds eventually in saving its trees

Aug 12th 2010 | from the print edition

CLOSED to the West Bank's border with Israel lies Budrus, a tiny village. Israel's "separation barrier" is planned to separate and disarm around the village, taking off chunks of the villagers' land; their olive trees will be torn up. "Budrus", a documentary film produced by a Palestinian and an Israeli (which will be on general release in Britain next month and in America in October), follows the villagers' largely peaceful demonstrations against the barrier.

Though there is much anger in the village, there is little violence. Lines of people, showing their frustration, try to protect their trees and save their land. Non-violent protest is in the Palestinians' best interest, says Ayed Morrar, the organiser of the demonstrators. "We want to raise our kids in peace and hope," he says, speaking in Hebrew, "with no doubt in the hope that some Israelis will hear him."

Mr Morrar leads the protest but the village women are its heart. His daughter, Ilham, steps barricaded into the path of a bulldozer, forcing it to retreat. The villagers scramble to replant the uprooted trees, nursing them tenderly back into the ground. "Yaumina, Yaumina," the women call to Yaumina Levy, one of the border police, scolding her for uprooting the trees and then, cheekily, offering to find her a husband from among their men. Determined though she is to thwart the women, Yaumina finds herself musing at their resolve in the face of the soldiers' often violent response.

The Palestinians are joined by Israeli peace activists but for a long time it looks a hopeless cause. After one man is arrested, the protesters try to tear down the barbed wire of the security barrier with their bare hands. But at last, after 55 demonstrations, victory is theirs: the Israeli government changes the route of the barrier. A spokesman for the Israeli army says it was a "political" decision; the villagers rejoice. Then they bridge down the road to support other villages in similar campaigns.

Much of the story is familiar. Desperate Palestinians, seeing their lives switched away, shed bitter tears over dying trees; young Israeli soldiers, unsure how to move people off their land, too easily turn to violence. But familiarity does not make it any less compelling.
Waiting for Saturday

FTD New York

The paper also publishes the annual update on the state of the world economy, including the latest data on inflation, interest rates, and global trade. The report highlights emerging markets and the challenges they face, as well as the impact of technological advancements on the economy.

The Federal Reserve Bank of New York is the central bank for the United States, and it plays a crucial role in maintaining the country's economic stability. Its actions and policies can have far-reaching effects on the economy, and the Federal Reserve Bank is constantly monitoring economic trends and adjusting its policies accordingly.

In recent years, the Federal Reserve Bank has faced significant challenges, including the global financial crisis and the ongoing economic recovery. Despite these challenges, the Federal Reserve Bank remains committed to its mission of promoting maximum employment, price stability, and moderate long-term interest rates.

The Federal Reserve Bank's website provides access to a wide range of information, including real-time economic data, policy decisions, and research papers. This information is invaluable for anyone looking to understand the economic landscape and make informed decisions.

In conclusion, the Federal Reserve Bank of New York is a vital institution in the world economy, and its actions and policies have a significant impact on the economy. By staying informed about the Federal Reserve Bank's activities, individuals can better understand the economic landscape and make informed decisions.
The Peaceful Intifada

The Intifada in the West Bank and Gaza Strip is often characterized as a violent uprising. But what if we looked at it from a different perspective? What if we saw it as a peaceful protest for freedom and justice? This is the narrative that the Intifada tellers are trying to convey. Through their stories, they highlight the human side of the conflict, showcasing acts of resistance that are non-violent and aimed at bringing about change.

For instance, in one of the stories, a group of mothers from the West Bank rally together to demand better education for their children. They organize a peaceful demonstration where they march through the streets, singing and holding up banners. Their message is clear: education is a right, and they will not accept anything less.

A young man, whose home is occupied by Israeli settlers, decides to take action. He starts a coalition of farmers from the area who are forced to leave their land due to the occupation. Together, they create a network of support, helping each other to maintain their farms despite the difficulties.

The Intifada is not just about anger and violence. It is a movement of hope and resilience, a testament to the human spirit's determination to stand up for what is right. The stories of the Intifada tell us that peace is not just the absence of war. It is the conscious choice to work towards a better future, even in the face of adversity.
Groundhog War

The Limits of Counterinsurgency in Afghanistan

Bing West

Bing West is the author, most recently, of *The Wrong War: Crit, Strategy, and the Way Out of Afghanistan* [1]. He is a former U.S. Assistant Secretary of Defense for International Security Affairs and a former combat infantryman in the U.S. Marine Corps.

In the decade after the Japanese attack on Pearl Harbor in 1941, U.S. movie studios released more than 200 war movies. During World War II, 65 percent of Americans saw at least one movie a week. Theaters showed newsreels with patriotic music prior to the feature film, delivering both information and entertainment to the American public to boost the collective commitment to winning the war.

In the 1960s, weekly movie attendance fell to less than ten percent of the population; television became Americans’ principal entertainment medium, as well as their window onto the war in Vietnam. And as the war escalated, so did the negative tone of the nightly broadcasts: this was the era of network television news that stressed, "If it bleeds, it leads," an attitude that, in contrast to the movies of the 1940s, helped erode public morale.

After the Vietnam War, the Pentagon concluded that it was self-defeating to let camermen ride military helicopters so that they could capture 30 seconds of gory footage and then broadcast it without context. Thus, beginning with the invasion of Afghanistan after 9/11 and then continuing in the war in Iraq, the U.S. military allowed correspondents onto the battlefields only if they embedded with military units. This practice created bonds between correspondents and soldiers that mitigated the journalists’ impulse to focus on covering the violence and carnage alone. Embedding also helped limit regular nightly news broadcasts about the wars. Considering the large overall number of units deployed in Afghanistan and Iraq, firefight were relatively rare; in fact, most U.S. units experienced long periods of boredom. And for many networks in a television news...
Armadillo: the Afghanistan war documentary that shocked Denmark

In Denmark, the press and public have been stunned by Armadillo, Janus Metz’s documentary about a UK-Danish base in Afghanistan, and the actions of the soldiers based there

Geoffrey Macnab

guardian.co.uk, Thursday 3 June 2010 21.45 BST

Armadillo, Janus Metz’s documentary about Danish soldiers in Afghanistan

Guess which film knocked Prince of Persia off the top spot at the Danish box office this week. Sex and the City 2? Valhalla Rising? Wrong: it’s a new film called Armadillo, by young Danish director Janus Metz, that has provoked a furious debate in Denmark since its premiere in Cannes last week. The film, its director calculates, has already been the subject of 300 to 400 articles in the Danish press. The Danish minister of defence, Gitte Lillelund Bech, has seen it, as have many other politicians and senior members of the military, who have now commissioned an inquiry into events it shows. There has been such a clamour among the public to see it that the film has been rushed into cinemas this week, almost two months in advance of its original release date.