









PRESIDENT AND EXECUTIVE DIRECTOR JOB PROFILE SUPPLEMENT



















OUR ORIGIN STORY

In 2001, during the early days of the Second Intifada, we interviewed hundreds of human rights defenders, nonviolent activists, and community organizers in Israel-Palestine, seeking to learn from their successes and challenges and ultimately support their efforts. Across the board, they articulated a troubling reality: despite their important work, they were criminalized, marginalized, or made invisible, both in their own communities and around the world. Equally troubling, the context within which they worked—one of failed political leadership and entrenched power asymmetries—was largely misunderstood and often inaccurately portrayed. Just Vision emerged to ensure these courageous voices of dissent were heard and that the context in which they operated was made clear. In early October 2003, Just Vision was born.

As a fledgling organization, we had an ambitious and strategic goal: to document, disseminate, and amplify the work of Palestinian and Israeli grassroots leaders working to build a future of freedom, dignity, and equality for everyone in the region. We dove right in. While the mainstream media focused on headline-catching violence and top-down political failures, we built an online platform to highlight leaders at the frontlines committed to creating a just, equal, and free future for all, compiling the first-ever online multilingual database of Palestinian and Israeli grassroots leaders. We produced our first award-winning documentary film, moving from film festivals to classrooms and congregations to the halls of power, and reached audiences worldwide but especially in Palestine, Israel, and the United States. As we grew, we witnessed the transformative power of storytelling, recognizing the ways in which it could positively shift narratives and drive social change.

Within a short period of time, our mission crystallized: we would fill a media gap on Israel-Palestine using film, journalism, and targeted outreach and education, driving attention to under-documented stories that challenge stereotypes, inspire commitment, and galvanize action.







OUR JOURNEY AND APPROACH

Today, Just Vision is at the leading edge of storytelling and journalism for impact on Israel-Palestine, upending and transforming narrow narratives, holding the powerful to account, and inspiring millions around the globe to question assumptions, gain nuanced understanding, and get involved. Ultimately, Just Vision's work strives to shape the norms and systems that govern our societies. We do this primarily through deep narrative change efforts coupled with communications, outreach, and engagement strategies that distribute our content and equip target audiences with the stories and resources they need to shift thinking and perceptions and ultimately act. Our original media includes trailblazing documentaries as well as uncompromising investigative reporting and in-depth analysis.

In the last decade, we've produced groundbreaking documentaries, including *Naila and the Uprising*, which aired on PBS nationally and brought the role of Palestinian women's leadership center-stage. Prescient films like *Boycott* have made waves in sounding the alarm about anti-boycott laws and how Palestine has been used as a Trojan horse in US policy-making to undermine Americans' right to dissent. Our Hebrew-language news outlet, *Local Call*, has become a mainstay in the Israeli media landscape and our investigative reporting has been hailed internationally as some of the most important on Israel-Palestine. We now have two new major initiatives underway: our next documentary film and a one-of-a-kind journalism incubator that supports deeply wrought investigative and enterprise journalism on Palestine.

Over the years, we have been humbled that our efforts have positioned us to support our communities in critical moments—from our work around *My Neighbourhood*, which helped to bring the struggle to #SaveSheikhJarrah to international attention, to highlighting the Israeli military and settler violence unleashed in Masafer Yatta as a microcosm for what is unfolding across Palestine. Most recently, the expertise and relationships we've fostered over the last 21 years enabled us to get the stories out from Israel-Palestine that have been missing from mainstream media coverage, including providing vital support to reporters in Gaza, producing investigations and opinion pieces that intervene on narrow talking-head perspectives, and providing source material and guidance to editors and journalists in major media outlets the world over.

More than two decades after our founding, we find ourselves in an increasingly challenging context and one of the darkest periods any of us have experienced on Israel-Palestine: mounting state-sanctioned violence and political repression throughout Israel and the Occupied Palestinian Territories, the rise of homegrown authoritarianism in the US, and an ongoing genocide in Gaza. But Just Vision was built for this moment, and from a worldwide mobilization for Palestinian rights at a scale we've never seen before to new communities hungry for resources on Israel-Palestine, it's clear that the narrative is changing. Our mandate to tell the stories of everyday people standing up in the face of seemingly insurmountable odds and keep moving audiences toward understanding and action is as urgent as ever, and it drives us forward in our struggle for the just, free, and rights-respecting reality in Israel-Palestine that we know is possible.