

Want to be an inspirational, electrifying  
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"The Insider's Guide to Pro-Israel Activism"



We missed the Vietnam War Protests, the First and  
Second Wave of Feminism and the Civil Rights Movement.  
Now it's time for our generation to make a difference.  
For Israel.

This booklet was compiled as a supplement for  
Minnesota's First Student Summit on Pro-Israel, Anti-Terrorism Activism,  
Organized by Minnesotans Against Terrorism on August 11, 2002

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# Who are the "Palestinian Refugees" and Whose Responsibility are They?

It is important to note that the world has seen hundreds of millions of refugees. It's a natural and expected end result of wars. The Palestinian refugee problem is rooted in the 1948-49 Arab-Israeli War. In 1947, realizing that the Jewish and Arab communities of Palestine could not live together in one state, the UN General Assembly adopted Resolution 181, which recommended partitioning Palestine into two states, one Jewish and one Arab.

While Jewish leaders accepted this plan, the Arabs rejected it, claiming that all of Palestine belonged to them. When Israel declared its independence in 1948, five Arab armies invaded the new country from all sides. In frightful radio broadcasts, they urged the Arabs living there to leave. They could return after the expected quick victory in that "holy war," get their property back -- and that of the Jews. Things turned out differently. The invading armies were defeated. Those who had left, approximately 625,000 Palestinians, became refugees -- people without a country. Those who stayed, and their children, became full-fledged citizens of the State of Israel.

The Arab armies did not give up trying to destroy Israel after their failure in 1948-9. They tried again in June 1967 Arab-Israeli War. Once again they lost and another million Arabs, from the (Jordanian) "West Bank," (Egyptian) Gaza Strip and the (Syrian) Golan region. Add that to the Arab Palestinian refugee list. It must be stressed that the Palestinian Arabs (abetted and "stirred up" by neighboring Arab nations) started BOTH the 1948 and 1967 wars leading to their refugee status! What makes the Palestinian Arabs stand out among the world's refugees is that they created their own pathetic situation.

We don't hear about the 860,000 Jewish refugees, who were thrown out of surrounding Arab countries in 1948, because they were completely absorbed into Israel. While Israel absorbed the Jewish refugees, the Arab states refused to allow such resettlement and integration of their Palestinian brethren, preferring instead to exploit the Palestinian refugees to serve their own political agendas. The children and grandchildren of these Jewish refugees are now free and productive citizens. Yet, while the Arabs throughout the Middle East cry crocodile tears for their poor suffering Palestinian brothers and sisters, none of the 24 Arab countries have opened their arms to embrace them as new citizens. Instead, these refugees and their descendants were dumped into camps of poverty and degradation for the world to see, further fanning the flames of hatred. So far, close to \$1.8 billion has been spent on their maintenance with no end in sight. Who pays for that? Through UNWRA Relief, the United States contributes more than 60% of the total cost. The Arab countries, among them some of the richest in the world, are satisfied to leave their Arab brethren in those miserable camps. They have never contributed a penny to their maintenance.

The bottom line is that today's Arab "Palestinian" refugees are not now, and never were, the problem nor responsibility of Israel.

Compiled by: Nadia Maccabee

Sources of this article include <http://www.masada2000.org/pal-refugees.html> and <http://www.factsandlogic.org/ad03b.htm>

# A Brief Overview of the Settlements

## **When did settlements start?**

Jews have lived in the West Bank and Gaza Strip since ancient times. The only time Jews have been prohibited from living in the territories in recent decades was during Jordan's rule from 1948 to 1967. The vast majority of settlements have been built in uninhabited areas and even the handful established in or near Arab towns did not force any Palestinians to leave. In 1967, during the Six-Day War, Israel conquered the West Bank and the Gaza Strip. Under Israeli rule, many of the “settlements” began.

## **What is the controversy over the settlements?**

As part of the land-for-peace deal, Israel agreed to give up most of the West Bank and Gaza Strip for a Palestinian state. In order for this to happen, most of the Israeli settlers would have to leave the area. However, the final status of settlements has yet to be negotiated in a definitive peace treaty with the Palestinians. In the meantime, the settlers remain in land Palestinians view as their own.

## **What are the size and status of the settlements?**

There are approximately 200,000 Jews living in the West Bank and Gaza strip. The majority of these settlements have less than 1,000 citizens in each. 80% of these settlements could be included in Israel's borders with minor modifications to the Green Line, the line currently separating Israel from the Palestinian territories. The incumbent Israeli government adopted that construction can only occur in existing settlements to accommodate natural growth. This policy also prohibits the construction of any new settlement.

Contributed by Amir Nadav

Sources:

Israeli Resource Review, May 21<sup>st</sup>, 2002.

<http://israelbehindthenews.com/Archives/May-21-02.htm>.

Myths & Facts - Settlements. <http://www.us-israel.org/jsource/myths/mf22a.html>

# Is Israel Occupying Palestinian Land

## **What is the so-called Israeli "occupation" of Palestine?**

Occupation is defined differently depending on who is asked, and where their interests lie. Generally, occupation in the context of the Israeli-Arab conflict refers to the current Israeli presence in the West Bank, and Gaza strip, and the past presence in the Sinai Peninsula. The Golan Heights are currently under Israeli control. Specific parties, however, may define "occupation" in this context differently. Maps on sites such as the official website of the Palestinian National Authority Ministry of Parliamentary Affairs ([www.mopa.gov.ps](http://www.mopa.gov.ps)), Ministry of Industry ([www.industry.gov.ps](http://www.industry.gov.ps)), and on other national emblems which display "Liberated Palestine," equate the entire state of Israel to the future liberated Palestinian state. Thus, Palestinian authorities see Israel's occupation of "their" land not in terms of the West Bank, Gaza Strip, etc., but rather the Israel's entire existence is an unjust occupation.

## **When did these lands come under Israeli control?**

After 1948 and until 1967, Egypt and Jordan illegally invaded and governed the Gaza Strip, West Bank, and Jerusalem. Rather than creating a Palestinian State with these lands, they were used as a platform to attack Israel. After increasing warnings, aggressions and threats, Israel launched a successful pre-emptive strike on Egypt and Jordan. After its military success, Israel found itself in control of the Sinai Peninsula, the Gaza Strip, the Golan Heights, Jerusalem, and the West Bank. Israeli presence in these areas is unquestionably an effect of war, rather than a cause. As part of the peace process, Israel later ceded territories belonging to Egypt and Jordan. However, Jerusalem, the West Bank, and the Gaza Strip, which had no legal sovereigns, had nowhere to be returned, and thus were under the control of Israel.

Israel has offered Palestinians land to create a state three times since 1967: in 1968, 1978, and in 2000. Each time the offer was turned down.

## **What is the legal state of these lands, and what is the legality of Israel's presence in these lands?**

Critical to this issue is the UN Security Council Resolution 242, which requires that the belligerency of the surrounding Arab States cease before any territory is ceded to Arab control. The resolution requires that secure borders are established, and there is no requirement to set those borders to any previous specifications.

As Louis Rene Beres points out, "Resolution 242 has been generally misinterpreted. The formula advanced by the Resolution is patently one of 'peace for land,' not 'land for peace.' The Resolution grants to every state in the Middle East 'the right to live in peace within secure and recognized boundaries.' It points, therefore, to peace before territorial withdrawal to 'recognized boundaries.' Security Council Resolution 242 is a balanced whole. The right of self-determination of the Palestinians does not appear in the Resolution; an international conference is never mentioned; the parties referred to include only states, not insurgent/terror organizations; and the phrase 'territories occupied' is neither preceded by 'the,' nor is it followed by 'on all fronts.' These have been the essential historic reasons why the territories are not 'occupied.'"

And finally, according to the Jerusalem Center for Public Affairs, "Describing the West

Bank and Gaza Strip as 'occupied Palestinian territories' is incorrect and misleading. Israel's transfer of government functions under the Oslo Agreements greatly strengthens Israel's case that the main international conventions relevant to military occupations do not apply. Describing these territories as "Palestinian" may serve the Palestinians' political agenda but prejudices the outcome of future territorial negotiations that were envisioned under UN Security Council Resolution 242. It also serves the current Palestinian effort to obtain international affirmation of Palestinian claims and a total denial of Israel's fundamental rights in every international forum. It would be far more accurate to describe the West Bank and Gaza Strip as "disputed territories" to which both Israelis and Palestinians have claims. Additionally, UN resolutions that characterize these territories as "Palestinian" clearly undermine the foundations of the peace process for the future.”

Contributed by D.Marcos Vital

Sources:

[www.righttoexist.org](http://www.righttoexist.org)

<http://frontpagemag.com/media/slideshowimages/slide1.html>

# Terrorism in the Middle East

## **What is the Intifada?**

The Intifada literally means “uprising.” It is a movement among the Palestinians that results in suicide bombings and clashes between Palestinian militants and the Israeli army. The Palestinian claim is that the Intifada was provoked by Ariel Sharon’s visit to the Temple Mount in 2000. Mitchell G. Bard clarifies this myth. His explanation: “To believe Palestinian spokesmen, the violence was caused by the desecration of a Muslim holy place – Haram al-Sharif (the Temple Mount) – by Likud leader Ariel Sharon and the “thousands of Israeli soldiers” who accompanied him. The violence was carried out through unprovoked attacks by Israeli forces, which invaded Palestinian-controlled territories and “massacred” defenseless Palestinian civilians, who merely threw stones in self-defense. The only way to stop the violence, then, was for Israel to implement a cease-fire and remove its troops from the Palestinian areas. The truth is dramatically different. Imad Faluji, the Palestinian Authority Communications Minister, admitted months after Sharon's visit that the violence had been planned in July, far in advance of Sharon's “provocation.” “It [the uprising] had been planned since Chairman Arafat’s return from Camp David, when he turned the tables on the former US president and rejected the American conditions.” ” (Found on [www.virtualjewishlibrary.com](http://www.virtualjewishlibrary.com)) The Intifada is an attempt by Palestinian militants to lower Israeli morale, besides the extra bonus of killing innocent Israelis.

## **What came first terrorism or occupation?**

Terrorism came first. Terrorists were attacking Israel before the Six-Day War in 1967, when Israel gained control of the West Bank and Gaza Strip. Ever since the creation of the state, the Arab countries in the Middle East have done what they can to eliminate Israel. After the Six Day War, Arafat was in Jordan. The Palestinians there had their own tiny “nation” within Jordan, under Arafat. They caused trouble, terrorizing not only Israel, but Jordan too. They attempted to oust King Hussein (not to be mistaken with Iraq’s Saddam Hussein. Same name, two very different people.) King Hussein proposed a deal to Arafat causing the Jordanians and Palestinians to join powers, also making Arafat Prime Minister of Jordan. Arafat refused, knowing that with this deal, he would have to stop terrorizing the Israelis. To him, this was unacceptable. Arafat wasn’t even living under the “Israeli occupation” and yet he refused to halt terrorist operations against the Israelis. Thus, it is impossible to conclude, even if terrorism had begun after the “occupation” that the terrorism is in response to the “occupation.”

## **Palestinians killed by Israeli soldiers vs. Israeli civilians killed by Palestinian militants & Terrorism vs. Israeli military attacks:**

Many compare the suicide bombings to the attacks by the Israelis. However, these people forget one key fact. The Palestinians are targeting innocent civilians; the Israelis are not. The incursions and bombings are directed at militants and their bomb factories. People complain that Israelis shoot at innocent children in the street. This however, is far from true. First of all, these are not children; they are teenagers sent there by their parents. Furthermore, there are armed adults among the teenagers shooting at the Israeli

soldiers. The “rocks” that the teenagers are throwing are, in reality, huge stones or Molotov cocktails. When some teenagers dropped a “rock” on a soldier’s head, it killed him, even though he was wearing a helmet. Many complain that the Israelis are also disabling the Palestinian police forces from doing their job. These people never hear that in some cases, Palestinian police join the militants in the clashes with the Israelis. Israel regrets when innocent Palestinians die. In most cases, when the army is about to bomb a building, they will announce this beforehand, allowing all inhabitants to leave. In the rare occasions when they don’t announce it, they are usually targeting a person in the building, a leader in one of the many terrorist organizations. Many people don’t realize that by killing these militants, the Israelis are protecting the refugees. These militants brainwash these people. They make them think that blowing themselves up and killing a few Israelis in the process is good, that it will give them a ticket to heaven. Israelis are trying to prevent this from happening, while protecting Israeli lives at the same time.

Contributed by Karen Levi

# Palestinian Propaganda and Corruption

## **Palestinian Government Involvement:**

The Palestinian Liberation Organization (PLO) is highly responsible for the brainwashing of the innocent Palestinian refugees, who are completely unaware of the fact that they are merely pawns in Arafat's political game. Palestinian public television displays young children shout and chant, saying that they want to be martyrs by spilling their blood all over the land and how much they want to kill Israelis. In public schools, the children are taught of the "injustices" (false stories) that the Israelis have committed against the poor Palestinians, and the teachers also manipulate the Koran to teach these children that it is their religious duty to fight the Israelis. Even at home they are taught these violent lessons. They see families that are paid by the PLO for every family member that blows himself up, or every child that is injured or killed in crossfire. Mothers are taught that sacrificing their children like this is a worthwhile and righteous cause. This is what American funding is used for.

## **Indoctrination of Palestinian Children in "Suicide Camps:"**

As is taught in Palestinian public schools, where basic addition runs along the lines of: "If you kill two Israelis today, and three tomorrow; how many Israelis have you killed?" similar indoctrination exists in the summer camps, also run by the government and various terrorist organizations. These camps teach these children what their "moral" and "religious" obligations are. They are taught that to give their life up for the purpose of killing Israelis is holy, and gives them a guarantee of going to heaven. These camps are merely tools of influencing and brainwashing the minds of the next generation.

According to a team headed by Dani Naveh, the Minister of Parliamentary Affairs:

"The Al Aqsa Brigades organization, headed by Arafat, was put under the direct authority of Marawan Barghouti, who had no compunction in using women and even children to execute terrorist activity, which killed hundreds of Israelis."

Obviously, this would not be possible without the cooperation of the children. In the incursion in Jenin, 14 Israeli soldiers died because they refused to shoot a boy, who then proceeded to blow himself up. His mother was probably very proud of him.

## **Jenin Massacre and Other Propaganda:**

The "Jenin Massacre" is an example of the Palestinian's propaganda to the world against Israel. In all the incursions they insisted that there were many more deaths than there were in actuality. An Israeli spy plane caught a fake funeral on film. They saw the people in Jenin wrap a live person in sheets and carry him on a stretcher, as if to be buried. In the process of the funeral procession, the man fell off the stretcher several times, and he stood up so that they could rewrap him and then they continued with the burial. Also, much of the rubble was the Palestinian's fault. They booby-trapped their houses so that when Israeli soldiers entered to search the house, they would get killed. The government's propaganda is their tool, their way of spreading hatred not only through the Palestinians, but also throughout the world. In a report made by the IDF, this following example was made:

"The Palestinian Claim: Palestinian television claimed in 2 April 2002 reports that

a priest named Jack Amateis was killed and dozens of monks were injured in an IDF operation in Bethlehem.

The facts: According to Reuters on 2 April 2002, sources related to the church in Israel denied the above: Reuters announced that "A Selesian official told Reuters Amateis later phoned the Vatican embassy in the Holy Land, to say he was safe. There was fighting, but there were no victims among the Selesians. We can confirm that Amateis is alive, said the official."

The priest himself was interviewed by the MINSA agency (on 3 April, according to AFP) and confirmed that he and the nuns in the convent are safe.

On April 4th, the Vatican's Ambassador to Israel, Cardinal Pietro Samari, apologized to the Israel Defense Forces for his false report of the a priest's death in St. Mary's Church in Bethlehem. The IDF Spokesperson re-emphasizes that this is another instance of false Palestinian propaganda that served to embarrass the Cardinal, the media and the entire world."

This is only one of the many examples of the falsities spread by the Palestinians.

### **Anti-Jewish/Anti-Israeli Caricatures:**

Such caricatures can be viewed on [www.virtualjewishlibrary.com](http://www.virtualjewishlibrary.com). Caricatures such as these are used all over pro-Palestinian media. They are used to cause people to pity the Palestinians and to hate Israelis. It is the blind hatred caused by these lies that make it so hard for Israelis to reason with these people. They are taught that the Israelis lie and cheat to get their own way. It is no surprise that the children in the coming generations are showing no sympathy for Israel. It is propaganda such as this that makes the peace process impossible.

### **Arafat's Connection to Terror:**

A team led by Dani Naveh published the findings of a military operation to discover any links between Arafat and terrorism. These are some of the facts that were discovered.

"Yasser Arafat was personally involved in the planning and execution of terror attacks. He encouraged them ideologically, authorized them financially and personally headed the Fatah Al Aqsa Brigades organization. Arafat and his men used the funds donated to them by other countries, including the European Union, to finance terrorist activity. The Palestinian Authority established close links with the "forces of evil" - Iran and Iraq. These countries supplied funds and terrorist warfare equipment to the Authority.

Arafat's compound in Ramallah became the central command post for the terrorist activity and suicide bombing. The "security forces" headed by Tawfik Tirawi and directly responsible to Arafat himself, initiated, planned and saw to the finest details of every action taken against Israel and Israelis."

This proves that Arafat's constant denials to ties with terrorists are false. These facts also change the perspective of the peace process. They cause people to wonder how effective the treaties with the PLO actually are. Armed with this information, the people of the world have to question the believability of Arafat's promises.

Contributed by: Karen Levi

# The Recent Growth of Worldwide Anti-Israeli and Anti-Semitic Sentiment

## **Arab World's Reaction:**

Anti-Semitism has long been known to run rampant throughout the Arab world. In the last Muslim Country Summit, which took place in late March/early April, all the countries signed a pact to normalize relations with Israel as long as Israel withdraws to Pre-1967 borders. Many Israelis and Jews have equated such a withdrawal to suicide, claiming that Israel cannot defend itself in such a small country surrounded by potential hotbeds for terror activity against Israel. Iran has been a supporter of anti-Israeli terrorism, supplying terrorists with shiploads of ammunition, which was discovered by an Israeli interception of one of these ships. Iraq has pledged to provide money for families of homicide bombers, and Saudi Arabia conducted its own fundraiser for families of homicide bombings. Attacks by Palestinians against Israeli citizens persist on a daily basis. The Hezbollah terrorist group, based in Lebanon, occasionally bombs Israeli cities from the north.

## **UN Reaction:**

Arab countries have thwarted Israel's opportunity to become permanent members in the UN, so every four years Israel must reapply to the UN. Of the 175 UN resolutions passed before 1990, 97 were directed against Israel. The General Assembly still adopts 19 anti-Israel resolutions on average annually. Currently Syria holds a seat in the Security Council, provided a strong voice for anti-Israeli concerns. There are over 15 Arab/Muslim countries represented in the UN, and only one Jewish/Israeli one. Furthermore, Israel is the only UN member that is ineligible to sit in the Security Council—even Iraq can have a seat on the Security Council. The UN insisted on an investigation of the "Jenin Massacre," which ended up being a piece of propaganda. The UN clearly has a heavy pro-Arab bias.

## **European Backlash:**

In the past few years, an elevation in anti-Semitic terror has been witnessed. In Germany, extremists have been openly voicing their spite for Israel and threatening attacks on Jewish centers, cemeteries and places of worship. As a result, police are protecting Jewish memorials and such in Germany. In France, 360 acts of anti-Semitism had been reported during a period of two weeks in April 2002. Several Synagogues and Jewish cemeteries in France, Belgium and England had been burned or destroyed in the past year. Sweden has asked that the Noble Peace Prize given to Foreign Minister Shimon Peres in 1994 be taken away. Furthermore, a bishop in the Catholic Church, with lodgings in the Vatican "was found in Jerusalem with an arsenal of arms and explosives hidden in the secret compartments of his sacred Mercedes, [about] to participate in that procession and plant himself in front of a microphone to thank in the name of God the suicide bombers who massacre the Jews in pizzerias and supermarkets.\*" Jews in Europe, especially France, feel that not enough is being done to protect them from anti-Semitic acts of violence. European leaders incessantly condemn these attacks, but are quick to point out that new immigrants of Muslim heritage from North Africa

execute many of these attacks. It is interesting to note, additionally, that extremist anti-immigration parties have been gaining power in Europe.

### **US Middle East Policy:**

Israel has long been a key ally for the USA. Israel is the only stronghold of democracy and capitalism in the Middle East, reinforcing American values. This facilitated a strong bond between Israel and the USA to develop especially during the Cold War. The USA is the main arms and aid provider to Israel, and plays an integral part in Israeli-Arab peace talks. In the current Middle Eastern Crisis, Israel has cited parts of the Bush Doctrine as legitimizing its fight against Palestinian Terror. The US has been somewhat evasive and low key when applying the Bush Doctrine to the Middle East. While US condemnations immediately follow each act of terror against Israel, points of friction between Israel and the US still exist regarding Israel's military responses to terror.

Contributed by Amir Nadav

Sources:

\*Anti-Semitism in Europe Today, Oriana Fallaci

<http://www.science.co.il/Arab-Israeli-conflict/Articles/Fallaci-2002-04-12.asp>

Germany Alert July 16, 2002. <http://germanyalert.com/>

CNN - Jewish Leaders Demand Protection, April 23, 2002.

<http://www.cnn.com/2002/WORLD/europe/04/23/brussels.jews/index.html>

Myths and Facts: <http://www.us-israel.org/jsource/myths/mf22.html>

<http://www.us-israel.org/jsource/myths/mf21.html>

Middle East Research Institute, <http://www.memri.org/countries.html>

Countries Ineligible to sit on the United Nations Security Council:

<http://www.us-israel.org/jsource/UN/uneligible.html>

Myths and Facts Online, United Nations: <http://www.us-israel.org/jsource/myths/mf13.html>

# Starting From Scratch - Creating a Pro-Israel Network on Your Campus

*You're sick of reading the anti-Israel articles in your school newspaper, horrified that you have to walk by the swastika at the bus stop every day, and feeling helpless that people your age are being killed by Palestinian terrorists every week. It's time to take action. But acting alone is time-consuming, stressful and sometimes scary. You need to form a group of pro-Israel activists. Here's how to:*

## **You Are Not Alone - How to Recruit Pro-Israel Activists on Campus and get your name out there!**

- Start with Hillel. Get these already committed Jews involved in Pro-Israel activism. Send them emails and phone calls. Post information about pro-Israel activities on the Hillel web site and try to get Hillel to sponsor pro-Israel events with you.
- Always recruit your friends. This is one of the most important lessons of grassroots activism. Friends are the best volunteers because it's hard for them to say no.
- Organize speakers to lecture on campus on all different aspects of Israel's politics and culture or host a public viewing of a movie about Israel. Have sign up sheets at these events for people to get involved with your pro-Israel group.
- Tabling on campus. Set up tables with information about Israel, as well as bumper stickers, buttons and fact sheets about the conflict at prominent locations across campus. When creating flyers, use bright colors, quick slogans, a sense of humor and a call to action to grab people's attention. Start discussions with people who walk by your table. Have sign up sheets at the event for people to get involved with your pro-Israel group. Check out National Hillel's "Tabling with Flyers and Banners" at [www.hillel.org](http://www.hillel.org) to get ideas and copies of already-made pro-Israel posters.
- Get your name well known by writing pro-Israel articles under your group's name.
- Co-sponsor cultural events with other groups to reach out to non-Jews.
- Work with Christian pro-Israel groups like Bridges for Peace and pro-Israel Christians like Evangelical Christians to get the names of non-Jewish, pro-Israel students in your area.

*Now that got a solid core of interested organizers and volunteers, the real work begins. The hardest part about being a leader is delegating responsibility. You can ensure the existence of a successful and enduring pro-Israel campus organization by making everyone feel that they are necessary to the group - organizers and errand-runners alike. Here's how to:*

## **Get the wheels turning - How to Run a Pro-Israel Student Organization**

- The first thing to do is to become an official student organization on campus so you can get funding from the school for events.
- Split up your group's responsibilities. Put someone in charge of publicity on campus and in the media. Put someone in charge of planning political events, cultural events, the media watch campaign, and the speaker's bureau on campus and in the community.
- Make connections with resources in the community. Many Jewish and Pro-Israel organizations can provide you with money, speakers, help planning programs, help writing letters, and materials to help you promote your Pro-Israel, Anti-Terrorist message on campus like movies, posters and books. Some of these community groups will have email lists that they can use to spread the word about your event. In

return, help publicize their Pro-Israel events on your campus.

- Media watch campaign. Track your campus newspaper for anti-Israel, biased or inaccurate articles, and have people respond with letters to editor. If enough people are interested, do this for your community papers as well. (See Media Bias fact sheet for guidelines on how to create a media watch campaign.)
- Speaker's bureau. Develop relationships with history professors to see if they want speakers about Israel, or materials about the Middle East conflict like videos and CD-ROMs, then suggest speakers from the Consulate, the Anti-defamation league, etc. You can also bring political speakers onto campus to talk to students. In addition, communicate with local churches, synagogues, and schools to see if they want speakers, then get students and professionals to speak at those venues.

*A few dollars in your pocket and the motor's running - it's time to floor it! Test-drive your new pro-Israel group with some awesome pro-Israel events. What events would best fit the targeted audiences at your college? What events best coincide with what's going on internationally and in the media? Check out our how to's:*

### **The Secret Essentials of Pro-Israel Event Planning**

- No one is going to notice your event if you have it in the corner of campus. Reserve a public, visible location ahead of time. Get written permission to use the space.
- You never know when an event could get violent. Don't take risks. Talk to campus police, or city police if your event is on public property, ahead of time to let them know you are having this event. If you think there may be a threat of violence, or angry protesters, get a policeman to be on duty at your event.
- Rent a megaphone or microphone ahead of time.
- Get other groups to co-sponsor your event. Ideas include: student organizations that deal with government, international relations and human rights and Academic departments (e.g., International Relations, Government, History). For example, if you are having a protest against anti-Semitism, get other human rights groups to sponsor it - like College Democrats, Green Party, etc. and get other cultural groups to sponsor it like the Black Student Union, GLBT Groups and the Muslim Student Union. Tell them that you will co-sponsor their events if they have similar ones against discrimination and racism. Get these groups to email information about your event to their members.
- Assign roles to your organizers- press facilitator, crowd control (protester control), rally motivator or leader - chants, etc., logistics - sound system, tables, flyers, posters.
- Check out Hillel's Database of Israel Program Ideas at [www.hillel.org](http://www.hillel.org). View more information in "Israel Programs" section under "Israel."
- Spread the word about the event on campus and in the community. Post flyers on campus bulletin boards, in dorms and in hallways as well as in the neighborhood around your school. Put flyers up at local synagogues and Jewish organizations. Hand out flyers on campus. Make unauthorized newspaper inserts. When newspapers are first delivered to campus racks, grab a stack of them, insert the flyers and return the stack to the rack. Distribute flyers at events - sporting, political, social events, etc. Slip flyers under the doors in student housing. Send information about your events to your email list and to email lists of friends, campus organizations and community groups. Post information on Hillel and campus web sites. Get in campus media and newsletters and publicize your event on TV, radio and in print media in your community (See Pro-Israel Publicity 101).

*Let's break it down. There are a gazillion different ways to get different pro-Israel messages out to your campus community. Here are the how to's for political, cultural*

*and educational event organizing.*

## **Strategies for Political Pro-Israel Events and Campaigns**

- **Rallies.** The purpose of a rally is to draw the community together in support of the state of Israel or a common purpose. Make signs of protest or peace with catchy slogans and bring Israeli flags; hand out fact sheets about Israel, buttons, etc. Sing songs, yell Pro-Israel chants, read the names of recent victims of terrorism. Get speakers from the community. Be creative and do things that will attract attention. Start and end your protests and rallies with the blowing of the shofar. Get everyone to wear blue and white. Drape yourself in Israeli flags, tie blue and white balloons to every street sign.
- **Protests.** A protest could be a counter-rally against an Anti-Israel rally on campus or in town, or it could be a protest against anti-Semitism or terrorism. For counter-rallies, it's very important not to be violent and not to garner bad attention to yourself. If you know some of the protesters, walk over and give them hugs, hand out flowers, hand out signs for peace. Wear blue and white and hold peaceful signs. Most importantly, don't get into angry discussions. The media will feed off of this and make your group look violent and angry.
- If you are protesting against Anti-Semitism or terrorism, make sure you have a plan of action or a demand. Demand that the swastikas be removed from your campus. Demand that your administration does something. Demand that Yasser Arafat stops funding suicide bombers (it doesn't have to be something that you can see the results of in your city).
- **Vigils.** Use a vigil to pray and sing for victims of terrorism and violence. This is a good way to make a public statement against violence. Try not to make the vigil political, just light candles, hold flags of Israel, sing peace songs, poetry and read speeches. Moments of silence move mountains.
- Anti-Israel groups often use guerrilla theater techniques of political expression. Why not use them too? Chalk outlines of bodies on campus sidewalks. Include names and ages of terror victims. Carry out mock funerals for terror victims. Carry out a mock suicide bombing - walk into a café with a sign announcing that you are a suicide bomber and hand out cards to patrons saying "you're dead".

*What your professors and classmates don't know about the realities of the conflict in the Middle East won't hurt them, but it could hurt Israel in the long run. Educate your school! Here's how to:*

## **Educating the community through teach-ins, speakers and debates**

- Expose the teaching of hatred and violence in Palestinian schools. Show films about what Palestinian children are taught in schools - how to hate and kill Israelis. Make flyers with photos of kids in military uniforms, fact sheets, etc.
- Got Speakers? Work with Hillel and the consulate to find out which speakers are already coming to schools in your state, and book others as well. Get professors to speak. Check out [www.israeloncampuscoalition.com](http://www.israeloncampuscoalition.com) to get ideas for speakers. Every Pro-Israel organization on that web site can help bring speakers to your campus.
- Teach ins - do all day conferences on the issues or on how to be activists for Israel. Get a keynote speaker and then have sessions on advocacy or on the fine points of the conflict all day.
- Panel debates. Have five or six people with a range of viewpoints on the Middle East sit at a table and answer pre-written questions. Make sure that every person on the panel answers the question, so it doesn't become a shouting match between two people with opposing viewpoints. Make sure that you have a clear set of rules so

disruptions can be stopped. Get a neutral person, preferably a professor, to be the mediator. Have additional time for students to ask their own questions.

*The newspapers fail to address the cultural aspects of Israeli life - the smells, the food, the music, the dancing, the agriculture, and the religion - but that doesn't mean you have to as well. Organize a few events that present students with new and different aspects of Israeli life.*

### **Letting the Other Sides of Israel Shine**

- Encourage travel to Israel on Birthright - hey, who can reject a free trip - and on other lengthier trips to study, work on a kibbutz, volunteer or do research. Why judge Israel from America when you can learn about it first hand?
- Plan events on Israeli holidays. Yom Ha'atzmaut is a great event to promote Israeli culture. Yom Ha'Zikaron is a good time to remember those killed in war and terrorism in the past year. And so on.
- Co-sponsor events with other groups to emphasize unique parts of Israeli culture. For example, bring an Ethiopian Jew to campus to talk about immigration and co-sponsor the event with Black Student Union.

*You're ready for action, you have the volunteers, the brilliant ideas, but you're broke. How can you raise money for your Pro-Israel events?*

- Become a campus organization. Need we say it again? You pay the school to take classes, now let them pay you to be an activist.
- Call your local Jewish Federation and apply for a grant. Call Hillel and apply for one of their grants. Hillel has several grants of up to thousands of dollars for innovative Pro-Israel campus programs. Check out other Jewish organizations for money as well.
- Ask Jewish and Pro-Israel professors for money.
- Contact Jewish alumni; tell them what you're doing on campus and the importance of what you're doing. Then ask for their support.

*For more information about Pro-Israel activism, check out the Campus Activism Resources in the links page of this booklet. Feel free to email Leora Maccabee, the author of this article, at [lfmaccabee@amherst.edu](mailto:lfmaccabee@amherst.edu) with any questions. Good luck!*

# **PRO-ISRAEL PUBLICITY 101: GETTING YOUR MESSAGE OUT TO TV, RADIO AND PRINT MEDIA NEAR YOUR CAMPUS**

**By Paul Maccabee**

Contact Paul at paul@maccabee.com

## **I. Media Relations Basics**

### **A. Why does positive publicity for Israel – on your college or high school campus and in the community around your school – matter?**

Because the vast majority of Americans will never visit the Middle East; fewer still will read balanced, unbiased reporting on the Arab-Israeli conflict. Most Americans will make their minds up about the reality of the Middle East by what they view on their local TV newscast, hear on a nearby radio station, and read in newspapers.

As a trained pro-Israel media activist/organizer on your campus, you can dramatically affect the accuracy of media coverage about Israel in your community. Here's how:

### **B. The Wiggle Test: How To Make Your Pro-Israel Story Newsworthy:**

Even journalists debate what is newsworthy. In the book, *Making The News*, a TV station news director in Los Angeles says he employs this litmus test for deciding the news value of his reporter's stories: "**Does It Wiggle?**"

In their quest for stories that "wiggle," media are looking for those pro-Israel stories/images which are:

- Timely or connect with a news or headline (i.e. is your event occurring on the Anniversary of Israel's Independence, or does it react to a Congressional Resolution condemning Arab terrorism?)
- Perceived as "mattering" to their audience (why should students/citizens of your community *care* – have you made it clear how this Israel issue affects their self-interest in preventing terrorism, safeguarding democracy, etc?).
- Coming from a credible source of expertise on Israel and the Middle East (is your group the official pro-Israel organization on-campus or affiliated with an accepted group, or is your speaker a recognized authority on terrorism?)
- Novel or have Human Interest – The media gives preference to people doing unusual things.

Media relations expert Jason Salzman, in his book *Making The News*, says that the most newsworthy events have at least a few of these elements: novelty, shock, conflict, social issues or a public figure, humor, an outdoor location, action, props or images, local impact, and/or a symbol. Does your pro-Israel campus event have some or all of those characteristics?

## **II. Your Pro-Israel Media Relations Tool Box**

### **A. Developing A Media Target List :**

Successful media relations campaigns depend upon presenting newsworthy stories to the right people – reporters, editors, producers, and columnists. The media which could cover your event or message can seem overwhelming, at first. Minnesota, for example, has 620 newspapers and magazines, and 250 radio and TV stations. Here's how to prepare a list of the most important media to carry your pro-Israel messages:

- You can find the names and contact information (phone, address, fax and e-mail) for virtually every media outlet in your area in Bacon's or Burrelle's Media Directories, both of which may be available in many major libraries. Or consider asking your school's public information/media relations department if they have a media list they might share with you.
- Don't forget to include your weekly suburban/community papers, local religious and ethnic media, other campus media, syndicated news wire services like Associated Press, and your area's cable TV and community access stations.
- If you want TV cameras to attend a pro-Israel event, your target list should include the assignment news editors for your local TV station. If you want photographers present, add the photo editors for local newspapers. At radio stations, you'll want the news director and producer of the morning "talk" programs.
- Your list should include the media's street address (don't use a PO Box), fax number (double-check to make sure it's the newsroom fax), and e-mail address, if available.

### **B. Preparing a High-Impact Publicity Release**

Your most important tool for alerting the media to your pro-Israel event or action, speakers, rally, film festival, etc. is a press release. Although most reporters/editors will spend only a few seconds reviewing the release, before saving or tossing it (the bad news), many local newspapers have 50 to 75% of their content inspired by press releases (the good news).

To prepare the most effective possible press release for your pro-Israel activities:

- Make sure you write an attention-grabbing headline – centered with all-capital letters and bold-face type. In essence, write the press release's headline as you wish the reporter would headline their own article! "What it all comes down to is the headline," an ex-news director told the author of *Making The News*, a handbook that recommends spending 75% of your time writing the headline and first paragraph.
- Make sure the first two paragraphs answer a news reporter's key questions – who, what, when, why, where, and how. Accepted format includes typing the words "FOR IMMEDIATE RELEASE" at the top, double-spacing the entire release, beginning your release with a dateline (the city, state and date on which the PR release was sent), and ending the release with the three characters # # #. Most press releases should not be longer than two double-spaced pages. If you have questions about

formatting your release, pick up a copy of the Associated Press Style Book from virtually any bookstore.

- Always include the name, phone number and e-mail address of a Media Contact to whom the reporter/editor/producer can call to get more information.
- If possible, for maximum credibility use printed letterhead for your release – if your sponsoring organization is a campus group, ask if you can use your school letterhead.

### **C. Creating a Powerful Media Alert**

Consider a Media Alert (also called a News Advisory) your invitation to the media, explaining why it would be worth their while to attend your rally, speech or other pro-Israel event. A good Media Alert should:

- Be just 1-page in length.
- Highlight precisely who is speaking and any visual elements that would make great TV or photos (i.e. “Former Israeli foreign minister Adiv Alli will speak and then release 40 white helium balloons, each representing an Israeli child who has been killed by Arab terrorists during the last two years.”)
- Provide the location, date/time, and names of speakers involved – the who, what, when, where and why. If the event is 60-minutes long, and the keynote speaker will take up just 5 minutes of that time, it’s courteous to let the media know when that speaker will appear.

For a sample Media Alert, see the Appendix.

### **D. Designing a Compelling Query Letter**

If you’re trying to convince a newspaper editor to do an advance feature story (particularly if you’re offering a pro-Israel speaker for a semi-exclusive or one-on-one interview by phone or in-person prior to an event), you should send the editor or managing editor a “query letter.” This is a written ‘sales pitch’ explaining why the newspaper’s readers would be interested/affected by what your pro-Israel expert has to say. The goal of a query letter is to set up a date and time for an interview about Israel.

### **E. Calendar Listing**

If you want to invite students on campus, or people from the community, to a pro-Israel event open to the public, you may wish to get your event listed in the local newspaper, radio, and magazine calendars of “Things to Do”.

A Calendar Alert is a 1-page, 2-3 line distillation of your event that includes the date, time, location, cost and contact information for your event in paragraph form. If you’re publicizing an event involving a speaker or a film, by all means send a 5” x 7” black and white photo (put your contact name and phone number on the back for more info, with a caption identifying the subject of the photo).

## **III. Event Publicity – Let’s Put On A (Media) Show!**

## **A. How To Stage and Publicize A Pro-Israel Student Event**

Whether you are publicizing a pro-Israel rally, speech, film festival or other event, these are strategies to ensure the most possible broadcast and print coverage for your event.

- Schedule your event between 10 a.m. and 2:00 p.m. on a weekday. Any earlier, and your event bumps into the morning news huddle at most TV stations and newspapers; any later, and you risk missing the TV cameras before they return to the station to video tape. If possible, hold your event on a Tuesday, Wednesday or Thursday (Monday prevents you from making prior-day media calls; Friday is when the media starts to close up shop for the weekend and when your coverage might be relegated to low-visibility Saturday papers). Don't event *dream* of holding your event on the weekend.
- Best times to follow-up with a phone call to a reporter, exploring the media's interest in covering your pro-Israel event, is between 7-10 a.m., depending upon the media outlet. (Morning news show producers often come to work at 4 a.m. and are gone by 9:30 a.m.; TV news 'huddles,' when potential stories are discussed, are generally scheduled from 8-9 a.m.) Fully 90% of your success in getting media to attend your event depends upon the tenacity and creativity of your follow-up, mostly by telephone.
- Pre-event radio interviews – done either in-person in the studio or by telephone – can get the word out about your pro-Israel event. Ask for the show's producer, and aim for a "drive-time" (6 – 8 a.m.) show for maximum listenership.
- Think visually and symbolically, especially if you're hoping for newspaper photographers or TV crews at your event. "The question is not what you want to say, but what you will be able to *show*," says KRD-TV correspondent Claus Kleber. "Come up with something visual." What theatrical symbol/metaphor can visually communicate your message and "tell your story" – the hanging of 300 funeral wreaths, to represent every Israeli civilian killed so far by Arab suicide bombers? Battered women's groups have hung empty blouses on clothes lines, to dramatize the women killed by their husbands or partners; the Coalition to Stop Handgun Violence brought together 40,000 pairs of shoes to illustrate how U.S. citizens had been slaughtered by guns; AIDS activists visually dramatized the enormity of deaths from HIV/AIDS by producing an AIDS quilt honoring the victims; Planned Parenthood advocates dropped Alka Seltzer into glasses of water to visually show how anti-abortion activists had 'fizzled,' and environmental activists made the loss of 75 pollution control employees visible to TV cameras by dumping 75 "Barbie" doll heads on the desk of Gov. Jesse Ventura's press secretary. So if your rally is protesting the "silencing" of Palestinians opposed to the violent tactics of terror group Hamas, why not have your protestors 'gagged' to highlight how Arab nations "refuse to give voice to their dissidents with a free press"? Or create a replica of the Middle East out of frosted cake to dramatize how tiny Israel is being overwhelmed by its far larger Arab neighbors – with the theme, "No matter how you slice it – Israel deserves to be left alone by Arab enemies who want to have their cake, eat it, and then have Israel's cake as well!"
- Consider the symbolism of where you stage your pro-Israel media event, and what is visible if a photographer or TV cameraman were to attend. If you're protesting the

kangaroo court show trials at which Palestinian “collaborators” are ‘tried’ and executed, consider holding your rally outside your local courthouse. If you’re calling for a free press in Arab countries, hold your rally in front of the campus journalism building. If you’re calling for elected officials to be more vocal in condemning terrorism against Jews, hold your event outside the office of your U.S. Senator or Congressperson.

- Whenever possible, connect the global issue with local interests. In other words, make a connection between the pro-Israel issue overseas and the concerns of local citizens. Did a student/professor from your college visit Israel and come back ready to talk about Israel’s fight for survival. Does a student have a relative living in Israel, who can be interviewed by phone – bringing the conflict in a far-off land to life locally? Is your campus Hillel advisor or rabbi touring Israel – and available to do a phone interview with your local radio station? That’s connecting the global with the local.
- If you have speakers at your event and want reporters (particularly TV reporters) to stay long enough to cover it, make sure your speakers (3 or fewer) keep their remarks lively, locally-focused, and no longer than 2-3 minutes.
- Two days before your event, fax out a 1-page Media Alert to the radio and TV media you want attending your event. You might want to fax the Media Alert a bit earlier to newspaper/magazine editors. Be sure to fax a copy of the Media Alert to photo editors, too (if you want photographers to show up), TV assignment editors (if you want TV news cameras to show up) and to the Daybook editor of the Associated Press in your city (the Daybook is the calendar of newsworthy events sent to all other media). Then fax the Media Alert one more time the morning of your event; and feel free to make a final follow-up call to the media.
- Budget permitting, you may want to distribute your Media Alert via an electronic newswire (such as PR Newswire and Business Wire), which instantly sends your alert to virtually all media in your area for about \$75-\$100.

## **B. How To Maximize Media Coverage During Your Pro-Israel Event**

- Prepare a “press kit” of background about your pro-Israel campus event, with bios of any speakers/public officials, etc. A press kit will help focus the media who show up; and it can be delivered to any media who did not attend your event, so they can produce a story without even sending a reporter!
- Assign at least one member of your group to welcome reporters/ photographers as they arrive at your event site, give them a copy of your press kit/materials, and point out/introduce them personally to spokespeople authorized to speak on-camera about Israel.
- Boil down your message to its simplest essence. Remember campaign manager James Carville telling presidential candidate Bill Clinton that the entire campaign came down to four words: “It’s The Economy, Stupid”? During the 1968 presidential election, the average TV soundbite was 42 seconds long. Today, it is *six seconds* long. Know that TV news producers will take 15-25 seconds out of the 4 minutes that a TV cameraman may shoot at your event – make sure that there is a 10-second message that you’d pleased with.

- If you have a podium microphone, put your pro-Israel organization's logo on the front of the podium. Holding a relevant prop (an olive branch? A photo of Yasser Arafat?) will vastly increase the likelihood that a speaker will be photographed/videotaped.
- Most events should have a beginning, middle and an end, and should not last any longer than 30-minutes. Think visually (Israeli/U.S. flags? Large blown-up photos of Americans who have been killed by Arab terrorism?) and think sound (singing "We Shall Overcome" or having a children's choir from the nearby Jewish day school performing a dance for peace.)
- Don't worry if the media want to interview anti-Israel protestors at your event. If a reporter asks you about the anti-Israel forces, just smile and say: "That's what's great about democracies like Israel and the U.S.; people who disagree are allowed to voice their views." If you're polite and courteous with protestors attempting to disrupt your event; *they* will come across on-camera as angry, belligerent and disruptive. Never argue or debate protestors; the people you need to persuade aren't those anti-Israel counter-demonstrators but rather the readers, listeners and viewers of the news media.

### **C. Rules for Dealing With Reporters:**

- If a reporter calls you about an upcoming pro-Israel event or activity, be sure to get the writer's name, media organization, nature of the story or question, and their deadline. If you need to collect your thoughts, ask if you can call them back in 5 minutes – and then do so.
- Know the media. Read their columns, watch their newscasts, and listen to their radio show.
- Increasingly, reporters/editors say they dislike faxed publicity materials, and prefer e-mailed press releases about an upcoming event. Telephone editors or reporters only if: a) you've already sent them something in writing, so they've had a chance to mull over their interest and expect your call; or b) your reason for calling is time-sensitive and you are very concise on the phone.
- If you're e-mailing a Media Alert, Press Release or Query Letter to a reporter, write a subject header with an intriguing headline and their first name: as in, "Carol – Boston College Students Hosting Pro-Israel Rally," which: a) shows the e-mail is not part of a mass SPAM campaign, and b) highlights the news value of your e-mail. Note: Do not send attachments to media in any e-mails, unless the reporter specifically requests it. Unsolicited emails with attachments will be dumped!
- Don't call a reporter/producer/editor and ask "did you get our press release/media alert?" Instead, call to inform them of a new wrinkle in the event ("we've just learned that 5 college professors who support Israel will be joining our rally") that makes it even *more* newsworthy.
- Always, always tell the truth. In PR guru Michael Levine's words: "No matter how you pitch the media, please remember the five F's: always be fast, fair, factual, frank and friendly."

### **IV. Advanced Secrets of Pro-Israel Publicity:**

## **A. How To Get A Pro-Israel Speaker on TV/Radio**

It's easier than you think to get a pro-Israel speaker on your campus or city's radio and TV station talk shows. Here's some tips:

- To approach your local 'talk radio' station, ask the receptionist for the name and contact information (especially e-mail address and voicemail) for the producer of the news/talk or "call-in" show.
- Explain via e-mail or query letter why the station's listeners would find your speaker fascinating (i.e. "WCCO-AM's listeners will learn **why** Arab terrorism against Israel must be stopped, or else it will become Arab terrorism on the Nicollet Mall" or "Rabbi Shapiro is the only Minnesotan to receive a personal briefing on the attack from Ariel Sharon"). Pitch your speaker at least 3-4 weeks in advance.

## **B. How To Submit an Op-Ed (Opinion-Editorial) Commentary To Your Local Paper**

The opinion articles, generally 750 – 1,000 words in length, that appear in a newspaper's "Community Voices" or "Editorial" page can have a significant impact on public opinion toward Israel in your community. Larger newspapers have Editorial Page editors responsible for editing these commentary pieces. Some tips to increase the likelihood that your pro-Israel Op-Ed piece will be published:

- Make it personal – if your insights are based on your own visit to Israel, mention it in your Op-Ed! Tell a story, and make it your story.
- Email the Editorial Page editor about your intention to submit an Op-Ed, whetting his or her appetite with a 'sneak preview' of the editorial you intend to write. If they respond with interest, inviting you to submit, you're already half-way there.
- Once your Op-Ed commentary appears, print up some copies and post them around campus!

## **C. How To Submit a Letter to the Editor to Your Local Newspaper**

Studies show that Letters to the Editor (along with comics, horoscopes and sports scores) are among the most popular sections of your local newspaper. To maximize the likelihood that your letter will be published:

- Keep it short and sharp, no more than 100-200 words. Many newspapers will freely share their guidelines for length, and methods of submission of your letters to the editor.
- Always include your full name, address and phone number so the letters editor can verify.
- When appropriate, reference the newspaper's own coverage ("As noted in the Northampton Gazette's May 8 issue, Israel has been bravely fighting a . . .") in your letter. A newspaper is more likely to print a reaction to something that appeared in the paper before, particularly if your letter responds to (but does not condemn) the newspaper's previous story.

## **V. APPENDIX – EXAMPLES OF PRO-ISRAEL PUBLICITY TOOLS**

## **SAMPLE MEDIA ALERT**

MEDIA CONTACT: Linda Cohen, Macalester Students For Israel  
651-646-8870

### **MEDIA ALERT**

#### **ISLAMIC TERRORISM EXPERT YURI GOODMAN TO HEADLINE “ISRAEL/UNITED STATES SOLIDARITY RALLY” AT MACALESTER COLLEGE SEPTEMBER 8**

##### ***Balloon Release To Commemorate Anniversary of Arab Terror Bombing That Killed Macalester Alumnus***

**WHAT:** A campus-wide rally to express Macalester College student support for Israel’s survival and a just peace, featuring terrorism expert Yuri Goodman, will take place on the first anniversary of the bombing of a school bus outside Tel Aviv – which killed 5 Israeli civilians, including a 42-year-old Macalester alumn. The rally, presented by Macalester Students for Israel, will end with a release of 5 white helium balloons representing the innocent victims of that attack.

**WHO:** Yuri Goodman, author of “Islamic Terrorism: Why America Should Care and former St. Paul resident,” will join Macalester Professor John Goldstein in outlining the impact of Arab terrorism on Israel and America.

**WHEN:** Thursday, September 8, 10 a.m. (Goodman will speak from 10:15-10:45 a.m., with the helium balloon release at 10:50 a.m.)

**WHERE:** Macalester College Chapel, 1600 Grand Avenue, St. Paul

**NOTE:** Mult boxes will be available for audio. TV trucks may park on Grand Avenue during the event. Gordon is available for media interviews immediately before and after his speech.

# Media Bias

## Action Plan

"Seven Violations of Media Objectivity" from [Honestreporting.com](http://Honestreporting.com)

1. **Misleading definitions and terminology.** By using terminology and definitions in a way that implies accepted fact, the media injects bias under the guise of objectivity. Examples of this include the use of the term "Islamic group", "militants" and "commandos" instead of the word "terrorist" to describe Hamas, Islamic Jihad and their suicide bombers.
2. **Imbalanced reporting.** Media reports frequently skew the picture by presenting only one side of the story.
3. **Opinions disguised as news.**
4. **Lack of context.** By failing to provide proper context and full background information, journalists can dramatically distort the true picture.
5. **Selective omission.** By choosing to report certain events over others, the media controls access to information and manipulates public sentiment.
6. **Using true facts to draw false conclusions.** Media reports frequently use true facts to draw erroneous conclusions. For example, newspapers often cite the higher number of Palestinian than Israeli death tolls. Few of these newspapers, however report that although the majority of Palestinians killed are armed combatants, 80% of the Israelis killed were non-combatants. In addition, 30% of the Israeli dead are women; 95% of the Palestinian dead are men ([www.ict.org](http://www.ict.org)).
7. **Distortion of facts.** In today's competitive media world, reporters frequently do not have the time, inclination or resources to properly verify information before submitting a story for publication.

What you can do to counter unfair reporting about Israel

### 1. Join a local or national media watch team.

In Minnesota, join the JCRC's Rapid Response Team to write letters to the editor in response to anti-Israel commentaries and monitor local and campus media so that the team can respond to inaccuracies. The JCRC will provide talking points.

You can also join CAMERA's email team and be part of a nationwide team of activists who regularly call and write the media to encourage fair and factual reports about the Israeli-Palestinian conflict. To join, send an e-mail message with your name, address, and phone number to: [webalerts@aol.com](mailto:webalerts@aol.com).

Start your own media watch team on campus. (See directions below)

### 2. Call/Write the media

As soon as you hear a one-sided or inaccurate report, pick up the phone and call the news organization. If it was inaccurate, explain the error and ask that it be publicly corrected. If it was one-sided, state that the report was not objective, that it favored the Palestinians or was harshly anti-Israel. If you can, provide some details. Were only pro-Palestinian opinions represented? Were pro-Israeli opinions minimal or nonexistent? Was the report skewed by the use of terms or language associated with only one side's perspective? Was key information missing (lack of context)? Did the reporter editorialize in what was

supposed to be an objective news story? **If you are unable to make a phone call, write a letter.**

### **How to start a Media Watch Team on Campus:**

1. Assign one person to be in charge of the email list, the "Media Watch Team Leader"
2. Assign one person to be in charge of monitoring your school paper for the 1<sup>st</sup> week, 2<sup>nd</sup> week, 3<sup>rd</sup> and 4<sup>th</sup> weeks of each month. They will look over the paper to see if there is any inaccurate or biased information about Israel in the article (See Seven Violations of Media Objectivity above).
3. Once this media monitor finds violation, they will immediately email the Media Watch Team Leader with the article (always include both in the text of the email and as a link) and with the talking points for the article. The talking points are what's wrong with the article. How is it biased? Inaccurate? Misleading? Uninformed?
4. The Media Watch Team Leader then emails the article, the talking points and the email address and phone number of the paper's editor and writer of the article to all the students and faculty on your campus' media watch team.
5. The students on the media watch team then write letters to the editor to your school paper in response to the article. If the school paper is a daily, these responses must be submitted to the editor by the end of the day. If the paper is a weekly, submit the letter in time for the next paper's deadline. Ask the students to CC the Media Watch Team Leader with their articles so you always know how many articles are being submitted.
6. It's always a good idea to have the people on your media watch team call the reporters or editors to report the inaccuracy or biased article in addition to writing a letter to the editor.
7. If you see something biased against Israel on radio or TV, get the transcript for the offensive segment and call the reporter. CAMERA can help you get the transcript. Call them at 617-789-3672 or contact Leah Green by email at [LeahGreen@aol.com](mailto:LeahGreen@aol.com). They can also provide you with talking points for articles and letters to the editor.
8. Once a media watch team has been established on your college campus, go ahead and start a city-wide media response team for your local city newspapers. Get members of local synagogues, federations and Jewish Community Centers to join you.

### **MEDIA WATCHDOGS**

[www.camera.org](http://www.camera.org)

[www.honestreporting.com](http://www.honestreporting.com)

[www.imra.org.il](http://www.imra.org.il)

[www.memri.org](http://www.memri.org)

[www.pmw.org.il](http://www.pmw.org.il)

[www.MinnesotansAgainstTerrorism.org](http://www.MinnesotansAgainstTerrorism.org)

Camera - media watch

Honest Reporting - media watch

IMRA - media analysis

Memri - translations of Arabic media

Palestinian Media Watch

M.A.T. - Twin Cities media watch

Compiled by Leora Maccabee

# "Terror, Mideast and Hypocrisy"

By Mitch Albom  
Free Press Columnist

April 14, 2002

When suicide bombers attacked America last September, nothing could stop our retaliation. Yet when suicide bombers attack Israel, week after week, Israel is told -- even by Americans -- to back off.

When we bombed Afghanistan, where Al Qaeda was organized, it was a mission to "smoke them out." Yet when Israel attacks its hornet's nest of terror, it is accused of "occupying" and told to retreat.

When we fired on Kabul, from the safety of the air, we said innocent people would be caught in the crossfire and, sadly, this was war. Yet when Israeli soldiers go door to door in Palestinian areas, the most dangerous yet humane way to root out terrorists, we call them "murderers" the moment one civilian is killed.

When Osama bin Laden denied any involvement with Sept. 11, we said he was lying and vowed to get him "dead or alive." Yet when groups tied to Yasser Arafat boldly claim responsibility for suicide attacks, Israel is told not to harm their leader.

When we struck back against extremist terror, Israel was behind us. When Israel strikes back, we say, "Enough is enough."

You tell me. Is that hypocritical?

## **Sympathize and negotiate**

When we were scorned by critics who thought our treatment of prisoners in Guantanamo was inhumane -- because we bound them, gagged them and blindfolded them -- we bristled and said, "These are dangerous people." Yet when Israel demands certain Palestinians strip and stay on the ground, we say this is outrageous and must be stopped.

When a videotape emerges showing bin Laden speaking of Sept. 11, we say it proves the man is evil. Yet when Israelis produce documents to show Arafat funds terror, they are accused of forgery.

When certain Muslims suggest we hear out bin Laden and Al Qaeda, that we understand their cause and the reasons for their anger, we grit our teeth and say those people want us dead, why should we talk to them? Yet when Israel says the same thing, it is told it must be sympathetic and negotiate -- even with people who deny Israel's right to exist.

You tell me. Is that hypocritical?

## **Targets of death**

War means death. There are innocent victims -- Palestinians as well as Israelis -- on all sides of this equation. But let's be consistent. Our nearly 3,000 dead in the World Trade Center was horrific, but Israel, relative to its small population, has lost a half-dozen World Trade Centers in the last 18 months -- all to suicide bombing. Every time you see five Israelis dead in an attack, it is like 250 Americans dead here. How many of those events would it take for us to lash out with all our power?

Would we pause and consider that the enemy wanted its own state? Or that its people were "desperate"? No way. For radical groups such as Hamas and Hizballah, statehood is not a stop sign anyhow. They want Israel obliterated, state or no state, the same way bin Laden wants Westerners obliterated. Bin Laden had his own country. He had billions. Did land and money keep him from murder? No. No more than desperation drives you to it. There have been desperate people in Rwanda and Bosnia, yet they never chose to blow themselves up. There have been occupied people across the globe -- even right here, with American Indians. Would we accept if descendants of the Sioux Nation began blowing themselves up in shopping malls?

There is a difference between "desperate" and "brainwashed." Desperate people want to make their lives better. Brainwashed people think "kaboom" sends you to heaven. Innocents are being killed on both sides. The difference is, for Palestinian terrorists, those are the targets.

We can tell the Israelis to stop, but we wouldn't stop. We can tell them to negotiate, but we wouldn't negotiate. We can see their dead and say it hurts as much as ours, but we don't mean it. Because if it were ours, we'd be doing what they're doing. And we'd damn anyone who spoke against us.

Contact MITCH ALBOM at 313-223-4581 or [albom@freepress.com](mailto:albom@freepress.com).

# "SKEWING THE DEATH TOLLS"

www.Terrorpetition.com

17 July 2002

As Israel reels from yesterday's terror attack near Emanuel, the media resorts to the old scoreboard technique of reporting that "1,500 Palestinians have been killed, compared to about 550 Israelis."

TerrorPetition.com protests this method of reporting casualties, which makes no distinction between civilians and armed combatants, it lumps suicide bombers with their innocent civilians, and it reports Palestinian "collaborators" murdered by their own compatriots as if they had been killed by Israelis.

A new comprehensive study by the International Policy Institute for Counter-Terrorism (ICT) reveals some startling trends by breaking the death tolls down into sub-segments -- e.g. age, sex and combatant status.

The study shows that while the majority of Palestinian deaths in the conflict are combatants, Israeli fatalities are 80 percent noncombatants.

Researchers also found that Palestinians are directly responsible for the deaths of at least 185 of their own number -- one out of every eight Palestinians killed in the conflict thus far. (In the previous wave of Palestinian violence during the late 1980s, about 800 Palestinians were killed by other Palestinians as "suspected collaborators" -- amounting to about one-third of the total death toll.)

ICT researchers also found that the proportion of women in the Israeli death toll is about 30 percent. By contrast, Palestinian fatalities are overwhelmingly 95 percent male. All total, 61 Palestinian females have been killed, compared to 160 Israeli females.

Another great disproportion exists amongst noncombatants aged 40 and over, where 154 Israelis have been killed, compared to 69 Palestinians.

The ICT report is an excellent and thorough statistical analysis, complete with comparative charts and graphs. TerrorPetition.com recommends that you refer editors to this report, and encourage them to list casualty figures more accurately.

The full ITC report is online at:

<http://www.ict.org.il/researchreport/researchreport.htm>

A shorter summary version is at:

<http://www.ict.org.il/researchreport/projectsummary.htm>

## National and Local Networks You Have Automatically Joined:

1. Friends of Israel, the University of Minnesota's non-religious, democratic organization for those interested in learning more about the state of Israel and the ideals it represents. [www.tc.umn.edu/~foi/](http://www.tc.umn.edu/~foi/). Contact: Omri Fine, Executive Director, 612-209-6337, [omrifine@hotmail.com](mailto:omrifine@hotmail.com).
2. National Hillel's Israel Activist List. A list of over 400 Pro-Israel students from across the nation, swapping ideas, resources and news about Pro-Israel activism. Contact: Shira Landau, Campus Israel Affairs Fellow, (202) 449-6583, [slandau@hillel.org](mailto:slandau@hillel.org). <http://www.hillel.org>
3. Minnesotans Against Terrorism, a non-profit organization determined to fight the public opinion war on terrorism through outreach and education. [www.MinnesotansAgainstTerrorism.org](http://www.MinnesotansAgainstTerrorism.org). Contact: Ilan Sharon, [MinnesotansAgainstTerrorism@yahoo.com](mailto:MinnesotansAgainstTerrorism@yahoo.com).

## State of Israel Office of Academic Affairs

The Israel Office of Academic Affairs, located at the Consulate General of Israel in New York, is the official liaison between Israel and the American university community. <http://israelemb.org/boston/Terrorism.html>

### **Key Contacts:**

Contact Jonathan or Orli to find out who is the regional consulate near you.

- Jonathan Rulnick, Director of Student Affairs, [jonathanr@newyork.mfa.gov.il](mailto:jonathanr@newyork.mfa.gov.il)
- Orli Gil, Consul for Academic Affairs in the USA  
Phone: (212) 499-5430  
[orlig@newyork.mfa.gov.il](mailto:orlig@newyork.mfa.gov.il)

### **Resources Available From the Consulate:**

1. **Videos available for free.** Contact the Information Officer.
  - Elchanan Tannenbaum: Israeli civilian kidnapped by the Hezbollah
  - Inciting Children: A Palestinian Cartoon
  - Jenin: The Distorted Truth
  - Palestinian Terror in Israel
  - Israel Today (also available on CD-rom)
  - Palestinian Violence 2000-2001
  - Shahid: A Suicide Child
  - Jerusalem (also available on CD-rom)
  - Surviving Terrorism (also available on CD-rom)
  - The Seeds of Hatred (also available on CD-rom)
  - The Ticking Bomb (also available on CD-rom)

- The Unholy Asylum (also available on CD-rom)
2. **Posters available for free**
- Victims of Terrorism.
  - Palestinian Terrorist Attacks
  - Posters by photographer Shai Ginott depicting the beauty and majesty of Israel.
3. **Printed Material for free**
- **Answers to Frequently Asked Questions:** Palestinian Violence and Terrorism: The International War Against Terrorism
  - **Behind the Headlines:** Incitement, Hatred and Trends from the Palestinian Press and Textbooks
  - **ICT Papers on Terrorism**
  - **Incitement and Propaganda** against Israel, the Jewish People and the Western World, conducted in the Palestinian Authority, the Arab World and Iran
  - **Incitement and Propaganda** against Israel and Zionism in the educational system of the PA and the alternative Islamic education system identified with Hamas
  - **To My Sisters and Brothers:** A Call to Action
  - **Which Came First: Terrorism or Occupation?**
4. **Speakers available**
- Officers at the Consulate including the Consulate General are available as speakers free of charge (you have to pay for transportation, hotel, etc)
  - The Consulate brings dozens of political figures diplomats, authors and musicians to campuses across America each year. Contact them to bring speakers to your campus. The Fall 2002 line up includes an Israeli Drum Circle, 30 Israeli students/reservists, Neil Lazarus, Eric Esses on Israel Advocacy Training, Tossi Olmert, the former Israeli government advisor and head of government press office.
  - The Consulate can also bring art exhibits and musical and dance performances to your campus.
5. **Miscellaneous materials**  
 "I Love Israel" bumperstickers, buttons, mousepads, keychains

# HILLEL

Hillel: The Foundation for Jewish Campus Life, the world's largest Jewish campus organization, creatively empowers and engages Jewish students through its network of over 500 regional centers, campus Foundations, program centers and affiliates.

[www.hillel.org](http://www.hillel.org)

Arielle Nathan, Campus Israel Affairs  
[anathan@hillel.org](mailto:anathan@hillel.org) or 202-449-6585

Resources Available include

1. **Grants and Financial Support** for Israel programming (see online application)
2. **Student Advocacy Training** resources including Pro-Israel Program ideas and in depth fact sheets about the conflict in the Middle East
3. **Hillel Israel's Speaker Program** -
  - Hillel arranges for speakers to come to your campus. They cover the honorarium for the speaker and the costs of travel
  - Speakers include foreign policy analysts, government officials, lobbyists, authors, diplomats and political scientists. The Fall 2002 line up includes David Olesker, an Israel activist trainer and members of Upstart Activists, among many others
4. **Israel Advocacy and Leadership training conferences:**
  - Hillel's Charles Schusterman International Student Leaders Assembly, The Charlotte and Jack J. Spitzer B'nai B'rith Hillel Forum on Public Policy, and Hillel's Student Program at the United Jewish Communities General Assembly (GA), Hillel's Israel Advocacy Mission and Training Seminar
- 5. **Student Israel activists network** - contact Shira Landau at (202) 449-6583

## The Israel on Campus Coalition

[www.israeloncampuscoalition.org/](http://www.israeloncampuscoalition.org/)

Includes the web sites of a network of national organizations working to promote Israel education and advocacy on university campuses across the United States. Resources on these web sites include "How To" activist guides, fact sheets about the conflicts, how to get financial support for pro-Israel events, speakers bureaus and leadership and Israel advocacy conferences.

# Critical News and Information Links:

## NEWS

[www.jpost.com](http://www.jpost.com)

[www.haaretzdaily.com](http://www.haaretzdaily.com)

[www.israelnews2.co.il](http://www.israelnews2.co.il)

[www.jpostradio.com/](http://www.jpostradio.com/)

Jerusalem Post newspaper

Ha'aretz newspaper

Israel TV News

Jerusalem Post Radio

## INFORMATION

<http://www.mideastweb.org/history.htm>

<http://www.yahoodi.com/peace/index.html>

[www.righttoexist.org](http://www.righttoexist.org)

[www.israelbehindthenews.com](http://www.israelbehindthenews.com)

<http://www.us-israel.org/jsource/myths/mftoc.html>

<http://www.masada2000.org/>

<http://www.israelactivism.com/factsheets/default.asp>

<http://www.pcpsr.org/>

<http://www.conceptwizard.com/conflict.html>

<http://www.tampabayprimer.org/index.cfm>

<http://www.mideastruth.com/index.shtml>

<http://www.israelunitycoalition.com/>

[www.adl.org/main\\_terrorism.asp](http://www.adl.org/main_terrorism.asp)

[www.jewishworldreview.com](http://www.jewishworldreview.com)

[www.mfa.gov.il/mfa/go.asp?MFAH0iky0](http://www.mfa.gov.il/mfa/go.asp?MFAH0iky0)

[www.opsick.com](http://www.opsick.com)

Middle East Web - history of issues

The Peace Encyclopedia

EXIST

Israel Behind the News

"Myths and Facts " online.

Masada 2000: Israel 101

Israel Activism Fact Sheets

Palestinian Public Opinion polls

Virtual History in a Nutshell

PRIMER - Middle East Reporting

Middle East Truth reporting

National Unity Coalition for Israel

Anti-Defamation League Terrorist

network biographies

Jewish World Review - political

articles and editorials

Terror victims list and bios

SICK - Stop Inciting Children to Kill

## GOVERNMENT WEB SITES

[www.idf.il/newsite/english/main.asp](http://www.idf.il/newsite/english/main.asp)

<http://www.mfa.gov.il/mfa/home.asp>

Israeli Defense Force

Israeli Ministry of Foreign Affairs

## PRO-PALESTINIAN SITES

[www.electronicIntifada.net](http://www.electronicIntifada.net)

[www.pmwatch.org](http://www.pmwatch.org)

[www.fateh.net](http://www.fateh.net)

[www.islam.net](http://www.islam.net)

Palestinian media activism

Palestine Media Watch

Official PLO website

Palestinian Information Center

## Campus Activism Resources

[www.caravanfordemocracy.org](http://www.caravanfordemocracy.org)

[www.israelactivism.com](http://www.israelactivism.com)

[www.upstartactivist.com](http://www.upstartactivist.com)

Caravan For Democracy

Israel Activism (on campus)

Israel campus activism ideas

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Ralph Fishman	Mark Rotenberg
Betsy Freid	Amy Rotenberg
Rabbi Allen Ginsberg	Oleg Ryudnoy
Rabbi Sim Glaser	L. Hope Melton
Rafi Golberstein	Elizabeth Sauser-Monnig
Susan Goldstein	Alex Sauser-Monnig
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Amir Greenfield	Talia Schwartz
Sara Grimaldi	Shira and Michael Schwartz
Marc Grossfield	Ilan Sharon
Nate Jagoda	Barbara Simon
Todd Johnson	Kathryn Smith
Tami Jauert	Rabbi and Mrs. Mitchell Smith
Anya Karasik	Richard and Judith Spiegel
Cindy Katz	Rabbi Sharon Stiefel
David and Deborah Kohler	Robert Stein
Frederick & Marian Langendorf-	Julie Swiler
Rubinfeld	Debbie Thorne
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