



FLAME

acts and Logic About the Middle East
O. Box 3460
Berkeley, CA 94703



If You Believe Anti-Semitism Drives the Media's—and the World's—Bias Against Israel, Please Help Us Fight

- Help us fight back against media attacks on the Jewish state
- Help us oppose obsessive United Nations bias against Israel
- Help us defeat the anti-Semitic BDS movement on college campuses

Plus: Please tell me which pro-Israel issues you care most about—see inside





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Seeing anti-Semitism on the streets of the U.S.—and anti-Israel bias in mainstream media—makes me want to fight back. How are you feeling?

September 2017

[Redacted address block]

Dear [Redacted name]

You may be interested to know that FLAME’s founder, Gerardo Joffe, just turned 96 years old. He told me a story I’ll never forget. He described fleeing Berlin in terror in 1938, just after *Kristalnacht*—the vicious Nazi attacks on synagogues and Jewish businesses all over Germany.

“We were scared to death,” he said, “and I was lucky to survive. But millions of Jews—*our people, our families*—were slaughtered. If we had had Israel then, we could have saved them.

“Then, the *miracle*: Israel was born. But today the anti-Semites still attack the Jews, and now they try to destroy Israel, especially in the media. That’s why I started FLAME—to protect Israel. *Never again*—it’s true. We can never forget.”

I recalled Gerardo Joffe’s story as the anti-Semites marched in Charlottesville last month. It awakened fierce emotions in me. That’s why I wonder how *you* are feeling.

Charlottesville also reminded us that anti-Semitism is at the heart of anti-Zionism: Attacks large and small—in the streets, in the media, in the Middle East and in the United Nations—all against Israel, the one and only Jewish state.

I’m still inspired by Gerardo Joffe—who remains a passionate defender of Israel—and I hope you are, too.

In truth, we may never defeat anti-Semitism, and we may never fully defeat the enemies of Israel. But we will never forget . . . and we will never give up.

One thing is certain: Israel’s enemies *surely won’t stop*. Which means you and I—and FLAME—must keep defending Israel and telling her amazing story.

Let me put the last six months in dramatic perspective for you, starting with Israel’s treatment in the media.

ANTI-ISRAEL MEDIA BIAS: As you would expect, Israel has gotten no breaks from the media and we should expect none: Recent reporting and commentary have been full of anti-Israel attacks, like these, in the media.

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- After the Charlottesville white supremacy melee, Israeli Prime Minister Netanyahu soundly condemned the neo-fascists—yet NPR raised the criticism that Netanyahu made his comments only in English, not Hebrew, and the Associated Press noted that he didn't condemn President Trump's comments. Outrageous! Why is the leader of the Jewish state impugned, but no other?
- When Israel recently demolished West Bank schools built by Norwegian and Belgian NGOs, CNN and the *Independent* reported that Palestinian children were now without schools— neglecting to report that the NGOs built without permits in knowing defiance of Israeli law.
- Hundreds of media continue to criticize decades-old Israeli settlements on what they call “occupied Palestinian territory”—without explaining that Palestinians don't own this land, that they have never acquired it and that until Israel and the Arabs reach a peace agreement, both have rights to live and build on this *disputed territory*. Frustrating!

These journalistic perversions occur so frequently, I could give you dozens more examples, but let me tell you what we can do about it.

How FLAME fights back against media bias: FLAME is the world's only organization that publishes editorial-style ads—*hasbarah*—in media nationwide, telling the truth about Israel . . . and correcting media distortions and lies. Each of our position papers reaches an audience of some 10 million Americans:

- Our recent *hasbarah* effort titled “Who Owns the West Bank?” refutes the false contention that Israel is “occupying” Judea and Samaria—and proves Israel's legitimate, centuries old rights to Palestine. (*Find this and many other bold PR efforts for Israel at www.factsandlogic.org.*)
- Our February *hasbarah* editorial—“Israel's Settlements: Obstacle to Peace?”—forcefully explains why Israel's settlements are not illegal, not increasing, nor do they prevent peace with the Arabs. (*Print out a copy of this message from FLAME's website:www.factsandlogic.org.*)

Please consider these additional challenges that we pro-Israel advocates have faced and still must confront in 2017:

PERSECUTION OF ISRAEL BY THE UNITED NATIONS: The U.N. and its various agencies have *obsessively* attacked Israel financially and politically for decades. Good news: Among all the world's nations, only the United States has consistently defended the Jewish state against the U.N.'s treacherous lies. Here are three of the most insidious recent examples:

- The Palestinians, backed by the U.N., this year passed one of the most treacherous resolutions ever against Israel, *falsely* declaring Jerusalem's Jewish quarter, the sacred Western Wall and thousands of Jewish homes to be illegal.
- Also this year UNESCO adopted a resolution that designates the Tomb of the Patriarchs (Abraham, Sarah, Isaac, Rebecca, Jacob and Leah) in Hebron, and Rachel's Tomb in Bethlehem—as *Muslim* (not Jewish) holy sites.
- Finally, the U.N. Human Rights Council is about to publish a “black list” of international firms—like Caterpillar, Airbnb, Ahava, and TripAdvisor—who do business with Israeli “settlements” on land claimed by Palestinians for a future state.

(next page . . .

How FLAME helps refute United Nations' treachery: No other pro-Israel group spreads the truth about Israel in media nationwide as FLAME does—doggedly exposing and refuting U.N. bias, point by point to preserve critical U.S. support for the Jewish state.

- Have you seen FLAME's outspoken new editorial message, "Exit the U.N. Human Rights Council"? It exposes the UNHRC's blatantly anti-Semitic resolutions against Israel—more condemnations than against all other nations combined, including Syria, Sudan, North Korea and Iran! (*You'll find a copy of this hard-hitting op-ed enclosed with this letter.*)
- Or did you see FLAME's outspoken editorial statement on "U.N. School for Terrorism" on our website? It exposes U.N.-sponsored schools for Palestinian children that teach Islamic jihad and hatred of Jews—yet are funded by hundreds of millions of U.S. taxpayer dollars?

THE VILE BDS MOVEMENT ON CAMPUS: Imagine the horror of being a Jewish student on a college campus in 2017. Over the last year, 10 more U.S. universities, including Tufts, Pitzer and UC Riverside voted to support the hateful Boycott, Divestment and Sanctions (BDS) movement. But our opposition – yours and FLAME's—has defeated BDS initiatives at Ohio State, Columbia, University of Wisconsin and University of Illinois. But we can't stop—because the anti-Israel hate continues:

- Global security firm G4S announced its intention to pull out of Israel due to "commercial issues" following years of BDS intimidation efforts. Other BDS targets include Hewlett Packard, SodaStream and Pepsi's co-owned Sabra hummus.
- Again, thanks to your support of FLAME's anti-BDS messages in dozens of mainstream media, more than 20 state legislatures have passed anti-BDS laws.
- Senators Ben Cardin (D) and Rob Portman (R) recently introduced the powerful Israel Anti-Boycott Act—which is being opposed by MoveOn and the ACLU on 100% false charges that it will limit free speech. *Help us pass this much-needed bill in 2017.*

How FLAME helps defeat the BDS movement: Only FLAME publishes *hasbarah* messages that tell the ugly truth about BDS in scores of college and university newspapers, as well as traditional media, every year. (*See our yellow media list in this envelope.*)

- Our editorial titled "BDS, Academic Freedom and Anti-Semitism" exposes the BDS movement for the hypocritical organization that it really is—hiding outright Jew hatred behind a phony veneer of humanitarian rhetoric. (*I've enclosed it in this envelope for your review.*)
- FLAME's *hasbarah* effort called "Three Deceptive Myths of the BDS Movement" reveals lies told by BDS militants, including, most despicably, that this group wants peace. Indeed, the ad quotes a top BDS leader admitting that ending Israel's "occupation" would not end BDS.

I hope you agree that FLAME's editorial *hasbarah* messages, which appear media reaching more than ten million readers—including college students—are needed to continue educating Americans about our enemy, Iran, anti-Semitism on campus and the value of Israel to the U.S.

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Please review the two examples of our editorial messages enclosed in this envelope, so you can see how outspoken and forceful they are.

I hope you agree that Israel needs this kind of public relations in mainstream media—an organization to tell the inspiring story about the Jewish state—its virtues, values and accomplishments . . . and its strategic importance for our own country.

Who supports FLAME? Our media efforts are made possible by more than 30,000 passionate individual donors who love Israel and everything it stands for. They are caring people—Christians and Jews alike—who strongly believe Israel deserves a fair shake in the media.

Please be assured that FLAME is an educational non-profit organization and extraordinarily thrifty with the funds that you and other supporters contribute to us. We work out of Spartan offices, much of our work is contributed pro bono and our part-time office-staff payroll is tiny.

By keeping expenses low, we're able to publish our monthly messages in major national magazines and metropolitan and small-town newspapers all across the U.S. We also send our messages, with convincing cover letters, to all U.S. Senators and Representatives, the President, Vice President, Secretary of State and all Justices of the Supreme Court.

Finally, we place our messages in campus newspapers at dozens of colleges and universities. As you know, many campuses are hotbeds of anti-Israel and anti-Semitic militants promoting the odious BDS movement. We want to make sure that leaders of tomorrow's generation are informed about the truth of Israel's just cause.

Won't you step forward again and join us in telling the truth about Israel? When you renew as a member of FLAME—*or increase your donation*—you join tens of thousands of ardent Zionists who realize how precious Israel is to the Jewish people—and the world.

Let me leave you with one thought: The American people must know the truth about these issues. Because the only thing stopping persecution of Israel globally is the United States. As a member of FLAME, you help us continue Gerardo Joffe's legacy—telling Israel's powerful, moving story in media nationwide. Please *start or continue* your tax-deductible membership now.

Thank you very much, shalom and sincerely yours,



James Sinkinson, President

P.S.1: Please consider leaving a bequest to FLAME in your will. Your generosity allows us to sustain and expand our voice in more mainstream media, and it secures our ability to support Israel for many decades to come.

P.S.2: If you would like to receive our outspoken positions on vital issues about Israel—so you can become a smarter advocate for Israel—please subscribe to our free weekly FLAME Hotline e-newsletter. Just add your email address to the enclosed reply card.

Thanks for helping us fight lies about Israel. Over the past year, FLAME's editorial messages have appeared in these media—and more—reaching some 10 million readers every month:

<i>Bergen Record</i>	<i>Chicago Tribune</i>
<i>Los Angeles Times</i>	<i>University of Minnesota Minnesota Daily</i>
<i>North Carolina State University Technician</i>	<i>Newsmax Magazine</i>
<i>The Jerusalem Post</i>	<i>University of North Carolina Daily Tar Heel</i>
<i>Kansas State University Collegian</i>	<i>Washington Times</i>
<i>Salt Lake City Tribune</i>	<i>Denver Post</i>
<i>University of Illinois Daily Illini</i>	<i>University of Central Florida UCF Today</i>
<i>Times of Israel</i>	<i>Raleigh News & Observer</i>
<i>University of Maryland Diamondback</i>	<i>Lancaster Eagle Gazette</i>
<i>Colorado Springs Gazette</i>	<i>University of Texas Daily Texan</i>
<i>New York Post</i>	<i>Connecticut Jewish Ledger</i>
<i>Long Beach Press Telegram</i>	<i>Torrance Daily Breeze</i>
<i>University of Iowa Daily Iowan</i>	<i>Auburn University Plainsman</i>
<i>J—The Jewish Weekly</i>	<i>New Hampshire Union Leader</i>
<i>Eastern Michigan University Echo</i>	<i>West Virginia University Daily Athenaeum</i>
<i>Dallas Morning News</i>	<i>Miami Herald</i>
<i>University of Pennsylvania Daily Pennsylvanian</i>	<i>Pittsburgh Tribune Review</i>
<i>San Bernardino Sun</i>	<i>Bowling Green University BG News</i>
<i>University of Kentucky Kentucky Kernel</i>	<i>New York Sun</i>
<i>Detroit News/Press</i>	<i>Drexel University Triangle</i>
<i>Texas A&M University Battalion</i>	<i>Newark Advocate</i>
<i>The Forward</i>	<i>Fresno Bee</i>
<i>University of California Daily Californian</i>	<i>Ohio State University Lantern</i>
<i>Deseret Morning News</i>	<i>The Times Express (Monroeville)</i>

Help us increase the number of media in which we run our paid editorial messages. We can only do it with your help. Please start or renew your membership today. Thanks,

Jim Sinkinson
President
Facts and Logic About the Middle East – FLAME
jim@factsandlogic.org

Please send your new membership or renewal to:

FLAME

Facts and Logic About the Middle East

P.O. Box 3460 ■ Berkeley, CA 94703

**Our FLAME pro-Israel
messages now run in over
60 mainstream media!**

(Open to see some of the new media—highlighted in gray—in
which FLAME editorials have appeared in the last year.)

YOU DESERVE TO KNOW THE TRUTH...

Exit the U.N. Human Rights Council

The U.S. should leave this anti-Semitic group, which devotes every meeting to condemning Israel, while ignoring the world's most heinous human rights crimes

The United Nations Human Rights Council (UNHRC) is composed of 47 nations, nearly 25% of which, like Saudi Arabia, Cuba, China, Egypt and Burundi, are oppressive dictatorships. Yet Israel, the Middle East's only democracy, suffers more denunciations than all other nations combined.

What are the facts?

Richard Lakin, an Israeli school teacher who founded a school for Muslim, Christian and Jewish children, was shot in the head by Palestinian terrorists who boarded a bus full of innocent civilians. Lakin's murderer was proclaimed a martyr by Palestinian President Mahmoud Abbas. The U.N. Human Rights Council never condemned Lakin's killers or the Palestinian Authority (PA)—nor has it condemned hundreds of other terror attacks against Israel or the PA's acts of incitement that provoke them.

Given the mistreatment of millions of people by dozens of countries worldwide, why is Israel consistently and unfairly singled out for vilification?

Democracy chastised—oppression ignored. Israel is a champion of freedom, guaranteeing its citizens—including its 20 percent Arab population, women, LGBTQ and religious minorities—full rights of speech, assembly, the vote and government service, including the military. Few other nations on earth offer such broad freedoms, and in the Middle East, only Israel does.

Yet since its founding in 1948, the United Nations Human Rights Council has condemned Israel 61 times—more denunciations than those of all other countries combined, including Syria, Sudan, North Korea and Iran. In 2016 alone, UNHRC issued *twice* as many resolutions against Israel than North Korea and Syria combined. No wonder: Israel is the only nation that has a standing UNHRC agenda item dedicated to its condemnation.

What explains this injustice? First, Islam is the predominant religion in more than 25% of UNHRC member nations, which uniformly consider Israel a colonizer of Muslim lands—though the Jewish nation of Israel preceded Muslims in Palestine by more than 1,500 years. These states openly oppose Zionism—the liberation movement of the region's indigenous Jewish people. What's more, Muslims make up large voting minorities in many other member countries, such as India, Ghana and the U.K., which also almost always support censure of Israel's responses to Palestinian terrorism. Second, while India maintains the world's largest military occupation in Kashmir, Turkey illegally occupies half of Cypress, and Russia has brazenly annexed Crimea from Ukraine, those colonialist enterprises go virtually unremarked by UNHRC.

Today Israel controls territory it recovered from Arab invaders in 1967—land that was part of its ancient Kingdom of David and has *never belonged to another state*—yet Israel suffers

castigation as a colonizer by UNHRC many times every year. Why?

When the U.S. killed hundreds of innocent civilians in air strikes aimed at ISIS in Iraq, the UNHRC took no action. When Saudi Arabia killed innocent civilians in air attacks on Houthi rebels in Yemen, UNHRC was silent. Yet in 2014, when Israel retaliated against thousands of missile attacks on its civilian centers launched by the terrorist group Hamas, Israel was denounced by the United Nations Human Rights Council for excessive use of force. Why?

What is the root cause? There can only be one explanation. When the Jewish state is singled out for unremitting condemnation, while the world's most egregious civil rights offenders

“Since UNHRC obsessively persecutes one of America's strongest allies, it violates U.S. interests.”

are excused, that's a double standard. As defined by the U.S. State Department, the use of such a double standard against Israel is *anti-Semitism*.

Why should the U.S. leave UNHRC? No nation deserves to be the object of obsessive racial or religious bias, and any state that supports or retains membership in UNHRC is tainted. But Israel is also the world's most ardent supporter of U.S. diplomatic positions and the United States' strongest Middle East ally. As the region's strongest military power, Israel serves as a self-sufficient defender of American military interests—especially in its battles against Islamist terror groups like ISIS, Hizbollah, al Qaeda and Hamas. For these reasons, American membership in UNHRC stands in stark opposition to U.S. interests—and it openly supports an organization that contradicts U.S. values.

The United Nations Human Rights Council is a corrupt agency that shelters some of the world's most oppressive human rights violators - many of whom sit as members. Even worse, UNHRC is unapologetically anti-Semitic, consistently attacking Israel, one of America's strongest allies. In short, UNHRC is anathema to U.S. interests.

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James Sinkinson, President

Gerardo Joffe, Founder and President Emeritus

FLAME is a tax-exempt, nonprofit 501(c)(3) organization. Its purpose is the research and publication of facts regarding developments in the Middle East and exposing false propaganda that might harm the United States, Israel and other allies in the region. Your tax-deductible contributions are welcome.

To receive free FLAME updates, visit our website: www.factsandlogic.org

YOU DESERVE TO KNOW THE TRUTH...

BDS, Academic Freedom and Anti-Semitism

Academic boycotts of Israel advocated by BDS supporters not only strangle free expression, they also deny Jewish self-determination.

Boycott, Divestment and Sanctions-sponsored boycotts of Israeli academic institutions tarnish the integrity of any school that stands for academic freedom—the open-minded, tolerant exchange of ideas. Worse, BDS couches its lies and half-truths about Israel in human rights rhetoric meant to delegitimize the Jewish state.

What are the facts?

Academic freedom is a noble, spirited ideal at the heart of American higher education. Academic freedom thrives on a wide-ranging, respectful exchange of ideas in search of truth—even among people who passionately disagree. As such, it depends on unfettered communications that span national, linguistic and ideological borders. Conversely, anyone who attempts to limit the access of the academic community to ideas, research or scholars, no matter their origin or beliefs, is guilty of trampling this precious privilege.

Indeed, the strategies and tactics of BDS movement have just such a subversive effect on academic freedom. BDS supporters attempt to censor speakers with whom they disagree, support their arguments with outright falsehoods, and seek to blacklist innocent people from Israeli academies because of their nationality. Finally, most egregiously, BDS uses a double standard to single out Israel, among all nations, for recrimination, which is, using the definition adopted by the U.S. State Department, anti-Semitic.

Does academic freedom support disrupting speakers we don't like? BDS advocates have shouted down speeches by the Prime Minister of Israel Ehud Olmert, Israeli Ambassador to the U.S. Michael Oren, Harvard Professor Alan Dershowitz and they routinely disrupt fellow students at Holocaust Memorial and other pro-Israel events on campus. Yet preventing speakers from delivering their messages not only violates the tolerant, respectful spirit of academic freedom, it also violates our core First Amendment guarantees of free speech.

Does academic freedom support telling lies or half-truths to argue our point? Under the guise of human rights rhetoric calling for “liberation” of the Palestinian people and an end to Israeli “occupation,” BDS proponents recite a litany of alleged Israeli crimes. Perhaps most outrageously, they accuse the Jewish state of apartheid—an outright lie that bears absolutely no relationship to the full democratic rights of Israel’s Arab citizens or even to Palestinians living in the West Bank or Gaza. Likewise, to accuse Israel of “occupation” without mentioning that Israel has been the Jewish homeland for some 3,000 years or the suicide bombers and nearly daily rocket attacks meant to destroy the Jewish state is intellectually dishonest. While free speech allows anyone to lie, outright mendacity is hardly a cornerstone of academic freedom.

Does academic freedom support severing our schools from international research and scholarly thought?

BDS advocates an academic boycott of Israeli universities and, effectively, of the scholars who teach and conduct groundbreaking research there. By boycotting Israeli students and teachers, we deprive our own institutions of the kind of open collaboration that is key to academic freedom. To punish Israeli academics with pariah status simply because of their nationality, regardless of their politics, is unconscionable.

The double-standard, demonization and delegitimization BDS uses against Israel is anti-Semitic. BDS advocates are quick to assert that “I’m not anti-Semitic, I’m just anti-Zionist.” While academic freedom allows everyone to criticize Israel, just as one is free to criticize Iran, North Korea, Saudi Arabia or the United States. But BDS does not simply criticize Israel—rather, it demonizes it, calling it a Nazi regime. It attempts to delegitimize Israel

“When people criticize Zionists, they mean Jews. You’re talking anti-Semitism..”

Martin Luther King, Jr.

by claiming it is occupying Arab territory, thus denying the right of the Jewish people to self-determination in their homeland. As Martin Luther King, Jr. has noted, “When people criticize Zionists, they mean Jews. You’re talking anti-Semitism.” Indeed to single out Israel among all nations for a boycott is a blatant double-standard—and that is by definition anti-Semitism.

If you support a robust atmosphere of academic freedom, in which all sides are heard and positions are vigorously and respectfully debated, you must oppose BDS’s call for an academic and cultural boycott of Israel. In fact, BDS actions flatly contradict academic freedom, and its insistence on denying the self-determination of the Jewish people in Israel is overtly anti-Semitic.

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If you support powerful advocacy for Israel, please continue your membership!

FLAME is the only organization that tells the truth about anti-Semitism and Israel in media nationwide every month: The injustice of BDS, attacks by the U.N., Palestinian lies, plus threats from Iran, Hamas and Hizbollah. If you support a bold voice that defends Israel in American media, please join or renew your FLAME membership—make your donation now.



Your member voice counts! Please tell us which topics FLAME should speak out on. Check the 3 issues most important to you. (Your responses will be kept absolutely confidential.)

- Anti-Semitism on U.S. campuses
- Boycott, Divestment, Sanctions (BDS) movement
- Danger of Islamist terror groups to the U.S. and Israel
- Discrimination against Israel in the United Nations
- Hamas and Hizbollah threats to Israel
- Iran anti-nuclear weapons agreement
- Iran sponsorship of terror in Middle East
- Israel's historical ties and rights to the Holy Land
- Israel's positive contributions in medicine, technology and culture
- Palestinian incitement and terror attacks in Israel
- Other _____

Oppose Anti-Semitism for Israel's Sake—Join Us or Renew Now!

Yes, I agree that we must continue speaking out—in the media—on behalf of Israel. I support FLAME's efforts to tell the truth to Americans, college students and the U.S Congress.

Please start or renew my commitment to FLAME at the following level:

\$18 \$36 \$54 \$108 \$180 \$360 Other amount \$ _____

My check is enclosed

Charge my credit card # _____ **Exp. Date** _____

FREE! **Become a smarter advocate for Israel:** Start your free member subscription to FLAME's weekly "Hotline" e-newsletter. Just write in your email address (please print clearly):

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