



preview it now by clicking on the title).

If you support FLAME's editorials in the *Times*, won't you make a renewed [membership donation](#) at this time?

### Why the "Anti-Zionism Is Racism" editorial must be published in the *Times*

FLAME's new editorial asserts that anyone who denies the right of Jews to their own national refuge in Israel—or who attempts to delegitimize or demonize Israel—is guilty of anti-Semitism, which is a form of racism.

This includes the newly elected U.S. Representatives Ilhan Omar, who supports the BDS movement and [falsely accuses Israel](#) of being an "apartheid regime," and Rashida Tlaib who just [defended ousted CNN commentator](#) Marc Lamont Hill in his call for the elimination of Israel.

This also includes [Airbnb](#), which began boycotting all Jewish (not Muslim, not Christian) rental listings in Judea and Samaria—effectively joining the BDS movement.

The fact is, BDS is racist, and calling for the destruction of Israel is racist. The *New York Times* [won't tell its readers that](#)—but starting now, FLAME will.

Please take just 60 seconds right now to make a generous membership [donation](#) to FLAME to support our bold, but necessary message that anti-Zionism is racism.

### Defending Israel against haters and hypocrites is not free

We supporters of Israel know that the enemies of the Jewish state will not give up. Our commitment has to be steadfast—and that's *not* always [comfortable or easy or cheap](#).

While our editorial in the *New York Times* is sure to make waves nationally—and change opinions—let me be honest. Publishing such messages in the *Times* is expensive. We'll pay [more than \\$30,000](#) each time this message runs.

If you support FLAME's efforts over the decades—and if you support our latest initiatives—I hope you'll help us defend Israel in mainstream media.

Just beneath this letter, I've attached a [momentous news release](#) that we'll be sending out this week about our new "[Anti-Zionism Is Racism](#)" message in the *New York Times* and in other media nationally. I hope you'll review it and approve of it.

Won't you add your voice to that of tens of thousands of individual FLAME supporters—won't you make a membership [donation](#) to FLAME—at any level you can afford?

### Your chance to take part in Jewish history-by supporting Israel now

I think you agree that FLAME's messages are [powerful PR for Israel](#)—and we've published *more than 165 of them*—but as you know, telling the truth about Israel via such paid editorial messages in media nationwide is [costly](#). Are you ready to join us for 2019?

Here's the [double payoff](#) for making a membership [donation](#) to FLAME at this time:

[First, you help tell the truth about Israel](#) in the media—something that's sorely needed if

## PLEASE HELP US!!

FLAME is the only organization that defends Israel with paid editorial hasbarah messages placed in media nationwide every month: The dire threats from Iran, Hamas and Hizbollah, the injustice of BDS, Palestinian anti-Semitism and more. If you support a bold voice that tells the truth about Israel in American media, please donate now.

[DONATE NOW >>](#)



[SUBSCRIBE FREE](#)

### FLAME'S WEEKLY HOTLINE E- NEWSLETTER



FLAME's Hotline e-newsletter keeps you up to date on the most important pro-Israel advocacy issues and features our choice of the week's most informative and thought-provoking article on Israel and the Middle East. If you only subscribe to one pro-Israel news service, make it the FLAME Hotline.

[SUBSCRIBE NOW >>](#)

we're to maintain the support of *all* Americans over the coming year.

Second, you can celebrate the upcoming Jewish and Christian holidays with even more joy in your heart, because you have done a *mitzvah* for Israel—a generous good deed appropriate to the season.

That's why, if you *don't* want to let criticism of Israel go unanswered, if you *don't* want one-sided news stories about Israel to go uncorrected, *and* if you've ever bemoaned Israel's "bad PR," I urge you to help FLAME with your financial support at this time. Just go to [donate](#) to join us and help now.

Please remember that the nearly 100% of FLAME's financial support comes from individual members just like you. One by one, Jews, Christians and unaffiliated alike contribute generously to this noble cause—to help ensure that Israel survives.

So whether you give \$1,000 or \$500 or \$100 . . . or even \$50 or \$36 or \$18—every membership donation is important—every dollar you contribute helps us keep telling the truth about the inspiring Jewish nation.

Best of all, of course, your donation before December 31 is tax-deductible in 2018.

Won't you act now to make your membership donation online? Just go to [donate now](#).

Thanks in advance for your year-end generosity and your continued support of FLAME's good work. Please take a minute to review our news release, below, and let us know you approve of it.

Jim Sinkinson

President, Facts and Logic About the Middle East (FLAME)

P.S. We at FLAME usually focus, as we should, on the challenges Israel faces in the world—the unfair treatment the Jewish state receives at the hands of the U.N., continuing rocket, gun, car and knife attacks by Arab terrorists, and the existential threat that confronts Israel from Iran. But what we must not forget is the amazing success story that Israel represents for Jews, for the United States and for civilization itself. It's inspiring! To clarify, celebrate and publicize the good news about Israel, FLAME published a *hasbarah* message—"[Why Israel Matters](#)"—in media reaching 10 million readers. I hope you'll review this powerful position paper and pass it on to all your contacts who will benefit from this message. If you agree that FLAME's bold—but costly—brand of public relations on Israel's behalf is critical, I urge you to support our publication of such outspoken messages. Please consider giving donation now, as you're able—with \$500, \$250, \$100, or even \$18. (Remember, your donation to FLAME is tax deductible.) To start or renew your membership online, just go to [donate now](#). Now more than ever we need your support to ensure that Israel gets the support it needs—from the U.S. Congress, from President Trump, and from the American people.

**FLAME NEWS**

FOR IMMEDIATE RELEASE

December 5, 2018

## **Israel Advocacy Group FLAME Launches Editorial Campaign in the *New York Times* Sunday Review Section This Weekend**

Editorial-style ads supporting the Jewish state begin appearing in the Sunday Review section of the *New York Times* December 9, starting with a piece titled "[Anti-Zionism Is Racism](#)." The op-eds were created and funded by FLAME—acronym of the non-profit Israel advocacy group Facts and Logic About the Middle East.

While other advocacy organizations have previously run solo Israel advocacy efforts in the *Times*, this is the first time any organization has committed to running a regular series of paid editorial positions in the paper. FLAME will sponsor at least three ads on various topics over the coming three months.

According to FLAME president, James Sinkinson, "Although FLAME has supported Israel editorially in more than 100 mainstream media over 29 years, we've never run in the *New York Times*. But no publication so consistently misrepresents Israel to more people than the *Times*. We decided enough is enough. *Times* readers deserve the truth."

The *New York Times* is the largest-circulation daily newspaper in the United States, with Sunday distribution of 1.6 million copies and readership of about three million. FLAME will pay more than \$30,000 for each appearance of its editorials.

The initial editorial in FLAME's *Times* series explains why opposition to the existence of Israel is anti-Semitic—a form of racism. "While criticism of Israel—like criticism of any nation—is certainly in bounds," said Sinkinson, "saying that Israel is illegitimate, demonizing Israel or holding the Jewish state to a double standard is racial bias. It's hateful and deplorable."

Future FLAME editorials in the *Times* will cover misconceptions about Israel and the Palestinians perpetuated in mainstream media, as well as the unlikelihood of President Trump's "peace deal" meeting success, given current Palestinian leadership.

Facts and Logic About the Middle East is the only Israel advocacy organization whose primary mission is creating such editorial positions and publishing them in U.S. mainstream media, including college newspapers, and the Jewish press. It was founded in 1979 by Holocaust survivor, Gerardo Joffe.

Examples of FLAME's "PR for Israel"—including the piece that will appear in the *New York Times*—can be viewed on the organization's website, [www.factsandlogic.org](http://www.factsandlogic.org). The group is supported by more than 30,000 individual member donors. [Membership donations](#) can be made at [www.factsandlogic.org](http://www.factsandlogic.org).

# FLAME

Facts and Logic  
About the Middle East

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