

FLAME's Facebook page.

If you aren't used to being cursed with "sc--w you" or having people tell you that Israel is a "cesspool of apartheid, genocidal colonialists stealing other people's land"—as I was not used to it—you might feel, as I did at first, shocked, hurt and then angry.

My colleagues and I at FLAME love Israel and love the Jewish people. It's painful to see the righteousness of Zionism and the nobility of the Jewish people cruelly slandered.

What makes these anti-Semitic comments fascinating is their camouflage under the cover of "legitimate" criticism of Israel. We always take serious criticisms of Israel seriously and have always attempted to answer them, of course, with facts and logic.

We soon discovered that most criticisms of Israel on Facebook fall under five categories:

- 1. Israel stole—and continues to steal—Palestinian land.**
- 2. Israeli Jews believe that because they are God's "chosen" people, they can "do anything they want" (see #1 above).**
- 3. Israel was created by Britain and/or the United Nations, which inserted the Jews into the Middle East (see #1 above).**
- 4. Israeli Jews are white Europeans (especially Khazars) with no Middle Eastern DNA or heritage (see #1 above).**
- 5. Israel is committing apartheid or genocide against the Palestinian people (see #1 above).**

Since all five of these criticisms of Israel are based on false information—lies or inaccuracies—we figured it would be easy to straighten out these "well-meaning" critics. Just present reasonable people with the facts, combine them with a logical argument, and they would surely embrace the righteousness of Israel's cause and come to love the Jewish people—right?

How wrong we were! Against the accusation of Israeli apartheid, for example, we patiently respond to accusers with facts—comparing the tenets and practices of the original apartheid in South Africa with conditions in Israel. Of course, none of Israel's practices in any way match the practices of apartheid. To the contrary, as we remind these posters, civil rights for Israeli Arabs are stronger than in any Arab country. Israel is factually not an apartheid state—quite to the contrary.

If the false Facebook accuser responds to us—which is about half the time—it's almost never by refuting our facts . . . but rather by changing the subject. To our facts about apartheid, they will perhaps respond, "You say that, because you support a country that steals Palestinian land." If we challenge this second assertion with more facts, the accuser changes the subject again—with yet another accusation.

It was this cycle that finally convinced us—duh!—that haters are haters and will

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.

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ever remain so. They don't seek the truth. They seek only a platform on which to vent their toxic bias against Jews.

Since one of Rosh Hashanah's themes is "cleaning things up," it's a good time to ask ourselves: What can we do to "clean up" our relationships to the anti-Semites who attack Israel and attack us?

We have adopted two strategies—and we recommend them to all Zionists who face the hate of anti-Semites attacking Israel.

Strategy #1: Let us prove them wrong. We will advocate for Jewish values—especially just and humane treatment of all people, including Palestinians. We will also patiently explain the facts of the Israel-Palestinian conflict to all who sincerely search for truth, no matter where they start their journey.

Strategy #2: We will not tolerate bigots. We have spent countless hours arguing with people on Facebook who clearly entertain themselves by provoking and extending arguments about Israel's alleged "crimes against humanity." FLAME Facebook comments that voice hate—by attempting to demonize, delegitimize or apply a double standard to Israel—are summarily deleted and their authors banned. We have no time or sympathy for anti-Semites.

I hope you'll consider adopting these strategies with critics of Israel you encounter. Start by sharpening your knowledge of the truth about the five top criticisms listed above. Visit the FLAME website at www.factsandlogic.org to find a trove of truth about Israel and smart answers to these criticisms and dozens more.

Finally, resolve not to suffer fools or haters. Those who lie about Israel are not seeking the truth. Don't indulge anti-Semites with heartfelt arguments. You're wasting your time—and squandering your soul—and you're merely providing entertainment to the haters.

I hope you'll also take a minute, while you have this article front and center, to visit FLAME's lively [new Facebook page](#), as well as review the P.S. immediately below. It describes FLAME's new hasbarah campaign—a refutation of the myth of "Palestinian territories."

Best regards,

Jim Sinkinson

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

P.S. Critics of Israel, from the *New York Times* to BDS and the United Nations, usually base their condemnation of Israel on accusations that Israel's settlements (or its "occupation of Palestinian territory") are illegal. These accusations are false and deserve to be exposed once and for all. That's why FLAME has created a new *hasbarah* message called "[What Is "Palestinian Territory"?](#)" I hope you'll review this hard-hitting paid editorial, which ran a few weeks ago in the *New York Times* and *Washington Post*. It provides a plain-English explanation of the legal issues surrounding Israel's historical and entirely legal presence in its Biblical homeland. This piece will also be sent to all members of Congress, Vice President Pence and President Trump. If you agree that

this kind of public relations effort on Israel's behalf is critical, I urge you to support us. Remember: FLAME's powerful ability to influence public opinion—and U.S. support of Israel—comes from individuals like you, one by one. I hope you'll consider giving a donation now, as you're able—with \$500, \$250, \$100, or even \$18. (Remember, your donation to FLAME is tax deductible.) To donate online, just go to [donate](#) now. Now, more than ever, we need your support to ensure that the American people, the U.S. Congress and President Trump stay focused on Israel's critical role in protecting U.S. interests in the region—as well as protecting itself.

As of today, more than 15,000 Israel supporters receive the FLAME Hotline at no charge every week. If you're not yet a subscriber, won't you join us in receiving these timely updates, so you can more effectively tell the truth about Israel? Just go to [free subscription](#).

The logo for FLAME, featuring the word "FLAME" in a bold, white, sans-serif font. The letter "A" is stylized with a flame shape above it.

Facts and Logic
About the Middle East
PO Box 3460
Berkeley, CA 94703

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