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FLAME HOTLINE

Facts & Logic About the Middle East

December 3, 2019

A few weeks ago, the European Union's Court of Justice ruled unfairly that Jewish products made in Judea-Samaria cannot be labeled "made in Israel."

Just last week, 107 House Democrats sent a letter criticizing a new State Department policy affirming that Israel's communities in Judea-Samaria are not illegal according to international law.

As you know, we have been fighting such injustice for decades.

But I trust you also know we at FLAME won't give up—can't give up.

With your help, we'll win the PR battle for Israel!

Won't you act now to help us mount a new campaign to tell the truth—now in the *New York Times*, *Washington Post*, *USA Today* and *Los Angeles Times*—about Israel's righteous cause?

Just go to [donate now](#) to support us on this Giving Tuesday.

Dear Friend of FLAME:

In recent weeks, we've experienced outrage . . . but also an unprecedented victory. Two incidents in recent weeks highlight the outrage—and one underscores the progress we pro-Israel advocates are making.

First, I trust you saw the news reports about the EU Court of Justice's decision to forbid products made in Jewish communities in Judea-Samaria (aka, the "West Bank") from being labeled as "made in Israel."

Note that the EU has not made this determination for products made in China-occupied Tibet, Turkey-occupied Cyprus or Morocco-occupied Western Sahara—*this bias only applies to Israel*.

This cruel application of a double standard to Israel blatantly fits a key criterion for anti-Semitism.

What makes the EU action even more egregious, these Israeli communities are located in the heart of the Jewish ancient homeland—the setting for nearly all the biblical stories of the indigenous Hebrew people, going back 4,000 years.

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THIS MONTH'S AD APPEARED IN PUBLICATIONS REACHING 10 MILLION READERS

YOU DESERVE TO KNOW THE TRUTH.

Anti-Zionism Is Racism

Anti-Semitic attacks that kill Jews in a synagogue are fundamentally no different than attacks on Zionism—Israel's right to exist. They're both racist acts of hate.

Anti-Semitism calls for the annihilation of the Jewish people—whether that is the murder or destruction of the Jewish state. This is why we call for outlawing or outlawing any other group—no matter the political system or religious beliefs of its members.

What are the facts?

Zionism is the belief that the Jewish people have a right to self-determination—in the State of Israel in their ancient homeland. According to the U.S. State Department, self-determination is a basic human right and is the right of all peoples to determine their own political status. This includes the right to determine their own political status, to determine their own political status, to determine their own political status.

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IF YOU SUPPORT PUBLISHING FLAME'S BOLD PR MESSAGES,

Yet the EU has unilaterally decided this land belongs to the Palestinian Arabs—as replacement for any negotiations with Israel.

As you know, FLAME has run an editorial ad in the *New York Times* and *Washington Post*—“[What Is ‘Palestinian Territory’?](#)”—forcefully repudiating the lie that Judea-Samaria belongs to the Palestinians.

The second blow against Israel was struck by 107 Democrat members of the U.S. House of Representatives, who sent a letter to Secretary of State Mike Pompeo objecting to a series of new policies by the U.S. administration over the last two years set to rectify wrongs against Israel.

This renegade group rejects U.S. recognition of Jerusalem as Israel’s capital, as well as our reduction of payments to the Palestinians commensurate with the salaries they pay to convicted terrorists.

Most importantly, these House members disavow Israel’s most recent triumph—Secretary Pompeo’s assertion that Israel’s settlements in Judea-Samaria do not violate international law.

For many years, *with your help*, FLAME has published position papers in mainstream press supporting all three of these issues—Jerusalem recognition, terminating Palestinians’ pay-for-slay and Israel’s legal rights in the disputed territories.

Won’t you continue to make our advocacy possible, with your [donation](#) today, on this Giving Tuesday?

Here’s the bad news: A substantial minority of the House (but fewer than half of Democrat members) oppose us on these issues. The good news is, the current administration—and a *majority* of Congress from both parties—continue to support Israel

I hope you agree that it’s critical for Israel’s survival on the world diplomatic stage that the U.S. Congress continue this bipartisan support.

Yet every day, my friends, we’re reminded of the unrelenting forces aligned against the Jewish people . . . and the state of Israel . . . from radicals on both sides of the political spectrum.

You and I can both take heart in the miracle of Israel as the world’s one and only national refuge for Jews—and as a *righteous* light unto the nations. But we must keep telling this truth.

WITH [YOUR HELP](#), WE WILL CONTINUE TO TELL ISRAEL'S INSPIRING STORY

You’ll be glad to know that we at FLAME have been extraordinarily busy lately, continuing our efforts to spread the truth about the Jewish state.

We continue of course to run our *hasbarah* efforts in national media, including in “the lion’s den”—the *New York Times*, one of Israel’s harshest and most unfair critics, and in the influential *Washington Post*. But of course, publishing these ads is very expensive—more than \$30,000 each time in each publication.

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.

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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.

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But the *New York Times* also reaches some 2.6 million people with its Sunday edition—and the *Washington Post* reaches 1.5 million. We believe it's important those readers—plus millions more who read *USA Today* and the *Los Angeles Times*—also receive the truth about Israel.

It behooves FLAME to keep stepping up to these challenges—and I hope you'll step up as well with a generous [donation](#) at this time.

Last year we also launched our [FLAME Facebook page](#), which gives us a chance to reach nearly half a million more people each month with our outspoken messages—now on the world's most popular social media platform.

Won't you take a minute to make your final [2019 donation](#) at this time? Because only FLAME publishes the truth about Israel in national media every month.

In order to protect Israel, the overwhelming majority of American must realize that Israel's cause is just—on the front lines in the battle against global Islamic jihad (starting with Iran), as a bulwark of pro-American stability in the treacherous Middle East, and as America's most steadfast ally in the world.

As you know, these are precisely the messages that FLAME delivers every month in media—including in college newspapers—that reach millions and millions of Americans.

Just to remind you: FLAME has published PR for Israel over the past months on these critical issues (linked to our website, in case you'd like to review them):

[“Is a Two-State Solution Still Possible?”](#)

[“Israel's Settlements: Obstacle to Peace?”](#)

[“Anti-Zionism Is Racism”](#)

[“BDS, Academic Freedom and Anti-Semitism”](#)

These messages are powerful PR for Israel—and we've published dozens more—but as I'm sure you can imagine, telling the truth about Israel via such paid editorial messages in media nationwide is costly. Are you ready to join us for 2020?

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

First, you help tell the truth about Israel in the media—something that's urgently needed if we're to maintain the support of *all* Americans over the coming year.

Second, you can celebrate the upcoming 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 individuals 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 is tax-deductible.

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.

Jim Sinkinson

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

P.S. In order to continue running FLAME hasbarah messages in the *New York Times* and *Washington Post*—as well as next in *USA Today* and the *Los Angeles Times*—FLAME will spend more than \$30,000 for each. I urge you to help us meet this challenge. You need not donate \$10,000 or even \$5,000. Please join the tens of thousands of FLAME supporters who make one or more smaller donations annually to help us continue our work to defend Israel against the hypocrites and haters. Help us deliver our messages consistently in the mainstream media. Please [donate now](#) on this Giving Tuesday.

P.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 millions and millions of 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 a membership 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.

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Facts and Logic
About the Middle East

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