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September 21, 2023

"I recently spent the day with one of Israel's most famous generals, who told stories about fighting 'psychopath' terrorists . . . and about the threat they <u>still</u> pose to the Jewish state.

When he finished his stories, the general said 'But Israel's greatest challenge today—by far—is the *War of Words*.'

"Wow. He was really saying this: 'We can beat the terrorists on the ground—but above all we have to defeat the slander and <u>disinformation</u> that the media and haters spread about Israel every day.'

"With the help of Israel lovers like you . . . that's just the 'War of Words' FLAME has been fighting with all our heart <u>for decades</u>.

"Good news: Thanks to you, FLAME today spreads the truth about Israel to more Americans in more traditional and social media—than ever."

Dear Friend of FLAME:

When over 1,000 jihadi missiles rain down on Israelis—when terrorists shoot and stab innocent Jews . . . there's little you and I can do to help.

But here's where we can <u>make a difference</u>: By joining the *information war*— the lies and misinformation that threaten Israel and the Jewish people . . . just as seriously as do rockets, guns and knives.

Won't you please help FLAME fight the liars and haters with your <u>membership</u> <u>donation</u> now?

Israel's enemies defame her in the newspapers, TV news and social media with accusations of apartheid, genocide, slaughter of children—<u>all vicious lies</u>.

• <u>Top CNN anchor Christine Amanpour</u> outrageously lies that Israeli Lucy Dee and her two daughters were caught in a "shootout"—when in fact they were *brutally executed* by Palestinian terrorists.

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





IF YOU SUPPORT PUBLISHING FLAME'S BOLD PR MESSAGES,

• <u>NPR's Israel reporter Daniel Estrin</u> gins up a fake story implying that Israel is hiding its intentional killing of an al-Jazeera journalist—but neglects to mention that three investigations by the U.S. and Israel have shown Israel's innocence. *Zero intent*.

These are exactly the kind of media lies we at FLAME fight against—balancing our *anger* at the malicious, unfair media bias . . . with *joy* when we win. In the end, we come back with recharged energy and determination to <u>defeat the bad guys</u>.

It pays off: As you know, this past year we won <u>major victories</u> in the U.S. and on the world stage—and for these we can celebrate (at least *for today*):

✓ As of today, <u>37 states have outlawed</u> the antisemitic BDS movement and a U.S. appeals court just overruled the ACLU's efforts to *rescind* Alabama's BDS ban. Now Senator Tom Cotton has plans for a national law targeting BDS.

✓ Congress has again overwhelmingly approved \$3.8 billion in military aid to Israel—fortifying its ability to resist terror from Iran, Hezbollah and Hamas.

 \checkmark A total of <u>1,116 countries and organizations</u>—including 30 U.S. states—have now adopted the International Holocaust Remembrance Alliance (IHRA) definition of anti-Semitism, censuring slander against Israel and denial of Jewish rights to self-determination. That's a huge win for Israel!

✓ Let's not forget the momentous Abraham Accords, which sparked booming new relations between Israel and four Arab Gulf nations—totally <u>debunking the idea</u> that Middle East peace depends on *permission* from the Palestinians.

My friends, we should be proud of these <u>amazing developments</u>, especially after so many years of uphill struggle. Can we count on you to help FLAME to fight on in mainstream and social media . . . telling the inspiring truth about Israel? If so, please go to <u>membership donation</u> now.

BUT WE CAN'T AFFORD TO DROP OUR GUARD: WE MUST KEEP OUR ELECTED OFFICIALS <u>FOCUSED</u> ON SUPPORTING ISRAEL

As you're aware, Israel has enjoyed decades of bipartisan support in the United States—and President Biden has always insisted he's a friend of Israel.

But this balance is threatened by a squad of <u>Congressional Representatives</u>, <u>several Senators</u> and State Dept. hacks who oppose the Jewish state and promote anti-Israel lies.

As you know, Israel—and Israel advocates—must fight back *ceaselessly*. When we win, it's *only* because we are diligent and battle harder than the bad guys.

That's why I hope you'll renew your support of the Jewish state—and FLAME—over the coming year, as we <u>continue our struggle</u> against the biased media, Israel haters, the antisemitic U.N., the Palestinian leaders and the Islamic Republic of

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 »



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 »

Iran.

Here's a preview of FLAME's plan to rise to these challenges—as we have <u>for the last 34 years</u>—a plan I'm hoping with all my heart you'll approve of . . . and *support generously* .

Please go to membership donation now.

OUR PLAN TO FIGHT ANTI-ISRAEL BIAS IN THE MEDIA

Through a combination of ignorance and maliciousness, many media continue to slander Israel—one of <u>the world's most inspiring successes</u> and the most enlightened nation in the Middle East.

Worst, of course, is the *New York Times*, which needs no excuse to bash the <u>Jewish state</u>—from house editorials and op-eds to factual errors and omissions. To hear the *Times* tell it, Israel willfully kills innocent women and children, and Palestinians terrorism doesn't exist.

Just one example: In May, a *Times* article in the business section (!) was titled "Israel Tech Automates Apartheid, Critics Say." It tried to convince readers that Israeli biometric cybersecurity could somehow lead to apartheid, ignoring that the U.S. and many other nations use the same tech.

What's more, the U.S. "newspaper of record" in a short period in which two brothers and two sisters were murdered by Palestinian terrorists, covered it in a headline that <u>innocuously highlights</u> "rising tensions" in the West Bank and Israel.

Unfortunately, *Washington Post*, BBC, NPR, *Forward*, *The Guardian*, *Harvard Crimson*, CNN, NBC News, *Foreign Affairs*, MSNBC, Reuters, *Haaretz*, Associated Press and *LA Times*— all these media <u>also</u> recently committed egregious reporting "errors," attacked Israel editorially or cast her in a bad light.

How FLAME fights back against unfair media: As you know, FLAME is the world's only organization that publishes hard-hitting editorial-style ads—*hasbarah*—in media nationwide, telling the truth about Israel . . . and correcting media distortions and lies.

As you'll see below, thanks to members like you, FLAME ads recently have begun appearing in the belly of the beast—the *New York Times* itself.

• One editorial——"Is the Two-State Solution Still Possible?"—explains the perils of the U.S. forcing Israel to make peace while the Palestinians stand <u>unalterably</u> against a Jewish state in the Middle East.

This message—which appeared in the Sunday *New York Times* (circulation 1.6 million readers)—takes them head on. We offer irrefutable proof that those who attack Israel's existence are antisemitic, pure and simple.

• Our hasbarah effort—"What Is "Palestinian Territory?"— utterly disproves

<u>accusations</u> that Israel's settlements in Judea-Samaria (the West Bank) are illegal under international law, and proves there's no such legal entity as "Palestinian territory."

- Another recent editorial—titled "Israel Apartheid Lie"—exposes Israel haters, including some U.S. Representatives—who <u>falsely accuse</u> Israel of ethnic separation. It appeared in the *New York Times* and *Washington Post*.
- Our *hasbarah* message—"How Aid to Israel Makes Us Safer"—slams the idea that U.S. aid to Israel is a *gift*—but rather shows how our investment in Israel provides <u>a greater return</u> than any other U.S. foreign aid. It ran in the *Times* and *Washington Post*.

(You can see all FLAME's messages at www.factsandlogic.org.)

You can help support these messages by joining us in 2024: Go to <u>membership</u> donation now.

In 2024: With your help, we will keep opposing media lies about Israel by running new editorials like these:

- "<u>Democracy Thrives in Israel</u>"—Many mainstream media are hysterically criticizing Israel for new efforts to reform its broken judiciary—ignoring the fact that Israel is one of the world's strongest democracies. This ad proved the case in the *New York Times*, *Washington Post* and <u>five other major dailies</u>.
- "The Israel Genocide Slander": Celebrities falsely accuse Israel of genocide and V.P. Harris declined to deny it, but FLAME's hard-hitting new ad appeared in the New York Times, Chicago Tribune, Orlando Sentinel, Houston Chronicle and New York Post

OUR PLAN TO OPPOSE THE ANTISEMITIC UNITED NATIONS

For decades, Israel has suffered humiliation, back-stabbing and outright Jewhatred in the U.N.—just this past year, the U.N. voted to <u>condemn Israel in 17 resolutions</u>, compared with just 6 resolutions against brutal nations like Iran, Syria, North Korea and Myanmar.

How do <u>you</u> feel? We can keep quiet in the face of such despicable antisemitism . . . or we can fight back.

I think you know how we at FLAME feel—and I hope you feel the same.

How FLAME fights back against the U.N. The United Nations is dependent on U.S. funding for its existence. Our support should be <u>contingent upon Israel—one</u> of America's strongest allies and the only democracy in the Middle East—at least <u>receiving a fair deal</u> from the U.N.

Americans must know how disgracefully the U.N. treats Israel, and <u>we must</u> demand justice:

• FLAME's edito rial position paper—"Exit the U.N. Human Rights Council"

- —which appeared in dozens of mainstream media nationwide, exposes the UNHRC for attacking Israel at virtually every meeting.
- Our efforts were rewarded when the U.S. withdrew from this corrupt organization several years ago. Alas, the Biden Administration has begun again to support this antisemitic organization.
- FLAME's hard-hitting position paper—"U.N. School for Terrorism"—reveals the <u>hateful jihadi lessons</u> Palestinian children are taught in schools run by the U.N. Relief and Works Agency for Palestinian Refugees (UNRWA).

Good news and bad: We're pleased that the U.S. <u>ceased</u> funding to UNRWA in 2018. But now the Biden Administration has <u>restored funding</u> to UNRWA and other such corrupt Palestinian welfare funds!

This coming year: Please support us financially to ensure we can continue to run bold editorials—holding the Biden Administration's <u>feet to the fire</u> in mainstream media like the *New York Times*, *Wall Street Journal, Washington Post*, *Chicago Tribune*, and *Los Angeles Times*.

Help us fight the lies and misinformation about Israel: Go to <u>membership</u> donation now.

WE DEMAND THAT CONGRESS KEEP GETTING TOUGHER ON IRAN

FLAME also recently distributed our *hasbarah* message exhorting Congress and the President to become bolder in opposing Iran's <u>nuclear build-up and belligerent threats to its neighbors</u>—including Israel—as well as to U.S. interests in the Middle East.

- Early last year, we published a hard-hitting position paper called "We Must Stop Iran Now" in dozens of mainstream media.
- Now, FLAME's newest hasbarah effort—"No Fool's Deal with Iran"—warns of the dangers to the U.S. and Israel of inviting Iran back into the treacherous 2015 "Iran Nuclear Deal."

HOW FLAME FIGHTS BDS AND ANTI-SEMITISM

For more than 14 years FLAME has fought the Boycott, Divestment and Sanctions (BDS) movement on campuses through our editorial messages published in dozens of American colleges and universities.

- Our latest editorial on campus antisemitism—"<u>Demand Justice for Jewish Students</u>"—exposes college deans' failure to stop anti-Zionist attacks and supports new law suits to force redress.
- "Ben & Jerry's Bad Taste!"—Since FLAME's ad condemning the ice cream maker's <u>BDS boycott</u> appeared in the *Chicago Tribune*, Orlando Sentinel, *Houston Chronicle* and *New York Post*, B&J parent Unilever's stock plummeted by more than 20%.

With your help, our upcoming hasbarah effort will continue to challenge the lies about Israel told by antisemitic academics, who attempt to indoctrinate millions of U.S. college students:

WHAT CAN YOU DO TO SUPPORT ISRAEL TODAY? PLEASE STEP FORWARD AND RENEW YOUR FLAME MEMBERSHIP

So many people say they love and support Israel, but they simply don't know how to get involved. They don't have time or they don't have thousands of dollars to give.

I understand completely. But consider this: You don't have to donate hours of time, and you don't have to donate \$500 or \$100. You don't even have to donate \$50 or \$25.

You see, FLAME is supported by <u>tens of thousands of members</u>. One by one: We have strength in numbers.

More than 30,000 donors—people just like you, many who make very modest donations, many on fixed incomes—help ensure our good work.

Won't you please step forward today as someone who <u>cares for Israel from the heart</u>... someone who recognizes Israel's importance to the United States and the Jewish people?

Go to membership donation now.

PLEASE TAKE THIS OPORTUNITY TO STAND PROUDLY WITH ISRAEL—AND TO STAND UP FOR THE TRUTH

I hope you agree that FLAME's editorial messages, which appear monthly in media reaching <u>more than ten million readers</u>—including college students—must continue educating Americans about these and other issues, such as the antisemitic BDS movement on campus.

I hope you also agree that FLAME's editorials spread the truth about Israel—a truth we can't depend on mainstream media to tell.

Finally, I hope you agree that Israel needs this kind of public relations—someone like FLAME 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 people who strongly believe <u>Israel deserves a fair shake in the media.</u>

Thousands of our supporters are of the Christian faith, and we of course welcome their devotion and generosity.

Please be assured that FLAME is an <u>educational non-profit organization</u> 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 <u>in major</u> <u>national magazines</u> 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 <u>hotbeds of anti-Israel and antisemitic militants</u> 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— <u>help us tell the truth</u> about Israel? Please make your <u>membership donation now.</u>

When you start or renew as a member of FLAME, you join tens of thousands of ardent Zionists who realize <u>how precious Israel is</u> to the Jewish people—and the world.

Won't you give us your vote of support?

Let me leave you with one thought: The American people must know the truth about these issues now. No more lies. No more fake stories.

Remember: The only thing limiting international persecution of Israel is the United States. We must continue to protect the Jewish state from her enemies.

When you renew your membership in FLAME, you help us continue telling Israel's righteous and powerful story to influential people all over the U.S.—including college students—and to all members of the U.S. Congress.

Won't you go to <u>membership donation</u> now, while you have this message front and center?

I hope you agree that FLAME's mission is critical and deserving of your generous support.

Thank you very much, shalom and sincerely yours,

Jim Sinkinson, President, Facts and Logic About the Middle East

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 You can play an important role in defending Israel from her enemies —today. This very minute. Please go to membership donation.



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

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