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FLAME.HOTLINE

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Media lied that Israel caused the deaths of more than 100 Gazan civilians, who were in fact killed during a stampede to access an aid truck like this. In truth, Israel's military make unprecedented efforts to protect civilians, while Hamas hides behind Gaza's civilian population.

How media and politicians malign Israel's IDF—the world's most humanitarian army

Dear Friend of Israel, Friend of FLAME:

"Gaza health authorities say Israeli fire kills 104 waiting for aid."—Reuters, February 29, 2024

This headline—a fully unsubstantiated lie—exemplifies how the media mislead millions of readers to believe the Israel Defense Forces (IDF) are a brutal, vengeful army that disregards the lives of innocent civilians caught in the current conflict in the Gaza Strip.

Do we read anything about misdeeds of the Russian, Syrian or Sudanese armies? Of Hamas's daily war crimes? Indeed, major media and politicians express greater distrust of Israel's military than of any other military force on earth. The IDF is constantly attacked—usually without warrant—for killing too many civilians, blocking aid, or not doing enough to protect civilians.

Yet, the IDF is, factually, by any measurement, the world's most moral military force. It makes unmatched efforts to protect civilian life—which often put its own personnel at greater risk of harm and make military objectives harder to achieve. The IDF's success at preserving civilian

THIS MONTH'S AD
APPEARED IN MEDIA
REACHING 10 MILLION
PEOPLE NATIONWIDE.

YOU DESERVE TO KNOW THE TRUTH... Israel's Enemies Tell Five Big Lies
Following the worst massacre of Jews since the Holocaust, antisemites mount a series of vicious attacks, threats and malicious lies against Jews and Israel.

With no shame or sign of humanity, the enemies of Israel have justified their actions on their twisted notion that Israel is an illegitimate state that must be destroyed and that the savage slaughter of 2,000 innocent Jews was justified—all based on five "Big Lies."

What are the facts?
The world for Jews and Israel will never be the same. Military College students receive official messages from FLAME: (a) most Jewish students are not welcome in school; (b) Hamas officials claim Israel is a TV screen; (c) Hamas will open October 7 until Israel is annihilated. West Bank Palestinian activist Ahmad Yammir says "What Hitler did to you was a joke—we will drink your blood and eat your flesh!"

White Hamas October 7 atrocity caused many Palestinian supporters to rethink their position, the event only ignited an explosion of hate from Israeli enemies. Tens of thousands of demonstrators demanded two states living in peace, but without "from the river to the sea, Palestine will be free... by any means necessary"—meaning, clearly, slaughter of civilians.

Power of Big Lies: Though Israel was the victim of a mass murder of innocent Jews, its enemies blame the Jewish state not only for the Hamas massacre, but also for responding in defense. The enemies blame Hamas for the atrocity are based on five Big Lies. Big Lies were used by Nazi leader Goebbels, who noted that if he told an outrageous lie often enough, people would begin to believe it. Alternatively, if you use truth as a basis for your judgments, you need find these facts useful.

Lie #1: Israel is a colonial state that stole Palestinian land. A colonizer is a foreign nation that conquers and exploits another nation. First, the Palestinians have never owned any land in Palestine. They were also never a nation. Nothing was stolen. Second, Jews are the indigenous people of the land of Israel. They have lived there continuously for 3,000 years and had two consecutive governments for over 1,000 years. They are not foreigners. **No colonial state.**

Lie #2: Israel commits genocide. Genocide is the intent to destroy a national, ethnic, racial or religious group by killing its members. Israel does not, nor has even targeted innocent Palestinian civilians for attack—no mass murder, no pogroms. All Palestinian civilian deaths have occurred as collateral damage while fighting terrorists who hide in residential or other public areas. (Indeed, the Palestinian population in and around Israel has mushroomed since Israeli founding in 1948—from about 700,000 to seven million today. No genocide.)

Lie #3: Israel practices apartheid. Apartheid is a system of institutionalized racial segregation in which one racial group is deprived of political and civil rights. Israel has no laws or policies

They condone savagery based on utter lies

Lie #4: Israel oppresses the Palestinians. Oppression is the systematic exercise of power to discriminate against one group. Because Israel completely ended Gaza in 2005, it has no power over the daily lives of Gazans. However, because of Hamas's continuous terror, especially efforts to kill Jews and destroy the Jewish state, Israel and Egypt blockaded Gaza to prevent terror attacks. Likewise, under the Oslo Accords, Israel and the Palestinian Authority share governance of Judea and Samaria (the West Bank), and Israel plays virtually no role governing Palestinians' daily lives. It enters Palestinian-controlled areas only when terrorists fire at and kill its forces. **No Israeli oppression.**

Above all, Israel and the UN have made numerous offers of land for an independent Palestinian state. Tragically, the Palestinians have turned down five offers of land for peace since 1948, three since the year 2000. Apparently, their choice of conquering Israel "from the land to the sea" has greater importance.

The hostility of the October 7 massacre shocked us—Jahadology, Islamology, apogee, terrorism, barbaric savagery, Israel's kidnapping. Even worse, the gates have opened to unbridled Jew hatred on American streets and campuses, the cause of Palestinian terrorism... based on utter lies about the Jewish state. But Hamas and the Arabs should know that "Never Again" means fighting and defeating evil forever.

FLAME
Facts and Logic About the Middle East
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James Riverton, President
Genesis 49:6 (KJV), "For the scepter will not depart from Judah, nor the ruler's staff from between his feet, until he comes to Shiloh: and the peace of the nations shall be in him."

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lives is especially impressive considering that its terrorist enemies do their utmost to maximize civilian casualties.

Israel's military spares no effort to speak the truth about its activities. In contrast, its enemies invariably tell lies about the IDF's activities—lies parroted by the media, who make a mockery of journalistic integrity by taking the words of terrorists as truth without verification.

Since 80% of Americans support Israel's defensive war against Hamas terrorists, politicians and journalists risk what little esteem the public holds for them by disrespecting the IDF—the world's most moral fighting force—and by ignoring the outright lies and civilian carnage in Gaza, caused by Hamas's use of human shields and its thuggish robbery of humanitarian aid.

Protecting innocent victims of armed conflict is among the IDF's fundamental values. Its Code of Ethics specifies several fundamental values, primary of which is the preservation of life: "The IDF servicemen will, above all, preserve human life, in the recognition of its supreme value, and will place himself or others at risk solely to the extent required to carry out his mission."

Moreover, the Code states, "The IDF and its members are obliged to preserve human dignity. All humans are to be valued, regardless of race, creed, nationality, gender, status or role."

Since the media cannot *disprove* the IDF's adherence to these values, it resorts to half-truths and innuendo to blemish the IDF. For example, NPR anchor Ayesha Rascoe reported "Last week the arrival of aid trucks in Gaza City caused more misery. Gaza health authorities said Israeli soldiers killed more than 100 Palestinians trying to get that food. Israel said its forces only fired when the crowds put them in danger." *Notice:* No evidence of any actual deaths by gunfire. No mention of the stampede that actually killed the victims. No mention of the IDF's categorical denial of any killing of aid seekers by its soldiers. No mention of Hamas stealing such aid supplies and selling them on the black market. This is journalistic integrity?

The IDF acts beyond the call of duty to avoid civilian casualties. In fact, U.S. army veteran John Spencer, chair of urban warfare studies at West Point's Modern Warfare Institute, maintains that during the Gaza war, Israel "has implemented more measures to prevent civilian casualties than any other military in history."

Spencer notes, for example, that Israel provided civilians in northern Gaza days, even weeks, of warning before carrying out full-scale military operations. Warnings included leaflets, phone calls, text messages, voicemail messages and "roof-knocking,"—dropping small munitions on the roof of a building exhorting residents' evacuation before its airstrike. The IDF also sometimes pauses fighting to allow civilians to evacuate combat zones. Spencer asserts that the U.S. did not provide warnings to civilians or evacuate urban areas when it invaded Iraq in 2003.

Outrageously, the media rarely mention the IDF's concerted efforts to protect civilians. Instead, they highlight the number of Palestinian casualties, currently estimated at over 30,000. But these claims come from the Hamas-run Ministry of Health, whose lies about death tolls are notorious, and do not distinguish between terrorists and civilians.

The IDF is often wrongly blamed for the deaths of civilians for which it is not responsible. For example, following an explosion at Gaza City's Al-Ahli Hospital on October 17th, the *New York Times* published the headline, "Israeli Airstrike Hits Gaza Hospital, Killing 500, Palestinian Health Ministry Says." The *Times* was later forced to issue an embarrassing retraction after Israeli evidence confirmed it was a rocket *misfired by terrorists* that hit the hospital's *parking lot*, killing some 50 people. The *Times* chose to believe Hamas without checking the facts.

The IDF has also been accused of killing more than 80 journalists during the conflict. But it turns out, most of these "journalists" were Hamas or Islamic Jihad members, such as Al Jazeera's Mohamed Washah and Hamza al-Dahdouh. Washah was a Hamas anti-tank missile system developer, while al-Dahdouh was an electronic engineer for Islamic Jihad.

In contrast to the IDF, Hamas does its utmost to *maximize civilian casualties*. Its ideology, taught in Palestinian schools operated by the UN, encourages even children to die fighting Israel. Hamas also purposely locates its personnel and weapons in or near civilian buildings, like schools and mosques. According to UK Col. (ret.) Richard Kemp, "Hamas is the first 'army'

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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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in history to use their own civilian population as a primary weapon of war.”

In contrast, the IDF is constantly maligned in a smear campaign led by Hamas and its American supporters, who use the media to parrot their lies about Israel’s military. Though the IDF repeatedly refutes these lies with hard facts and evidence, they are often belittled or ignored by smug commentators, who prefer cynically promoting an [anti-Israel agenda](#) to telling the truth about the Jewish state.

Please make the point when speaking with family, friends, colleagues—or in letters to the editor—that evidence overwhelmingly proves Israel and its IDF deserve the trust of their allies and of the media. They should not be the victim of politics or political media agendas—especially those favoring terrorists whose murderous acts and malicious lies are well documented.

Best regards,

James Sinkinson, President

Facts and Logic About the Middle East (FLAME)

P.S. The events of October 7 have changed our world forever—and especially the world for Israel and the Jewish people. Likewise, the words “Never Again” will never be the same for us. October 7 has shown us that despite all promises of equity and commitments against hate on campus and on our streets, we can never depend on it. We will likely never be free of the scourge of antisemitism, fueled by the most outrageous slanders. I hope you’ll agree that we opponents of Hamas and its savage massacre—and of all who support Hamas, against all humanitarian values—need to speak out. FLAME’s new *hasbarah*—explanatory message —“[Enemies of Israel Tell Five Big Lies](#)”—refutes today’s most vicious lies against Israel and the Jewish people. I hope you’ll review this convincing, fact-based editorial, which FLAME published in the *Washington Post*, *New York Post*, *Chicago Tribune* and *Los Angeles Times*. This piece will also be sent to all members of Congress, Vice President Harris and President Biden. If you agree that this kind of public relations effort on Israel’s behalf is critical, I urge you to [support us](#) with a donation.



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