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



New York City public school students, carrying antisemitic signs reminiscent of Nazi Germany, demonstrate their support for Hamas and the Palestinian cause. Another sign held that day by terror supporters reads, "We Can't Wait for the Caliphate," echoing Hama's top goal.

As Jew hatred steals our freedom, how can American Jews respond?

Dear Friend of Israel, Friend of FLAME:

Many American Jews identify as Americans first and Jews second. This means, for example, they vote for politicians who support their views on many issues, not just issues related to Jews or Israel.

Yet, since October 7th, Jews are increasingly being forced to address the importance of their Jewishness—because increasingly they are being targeted precisely for being Jewish.

Jewish college students are prevented from joining certain clubs or serving on certain boards. In fact, the proportion of Jewish students admitted to elite American universities is dropping precipitously. Attacks on Jewish institutions have skyrocketed, as have verbal and physical

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

What are the facts?
The world's Jews and Israel will never be the same. Military College students received official messages from Hamas for the mass Jewish students are not welcome in schools down. Hamas official Chah Israel, in a TV news, Hamas will repeat October 7 and Israel is annihilated. West Bank Palestinian activist Abed Yamin says "What Hitler did to you was just—we will drink your blood and eat your flesh."

They condone savagery based on utter lies
While Hamas October 7 atrocity caused many Palestinian supporters to rethink their positions, the event only ignited an explosion of hate from Israeli neocons. Tens of thousands of demonstrators demanded not two states living in peace, but rather, "From the river to the sea, Palestine will be one... by any means necessary"—meaning, clearly, slaughter of civilians.

Power of Big Lies: Though Israel was the victim of a massacre of innocent lives, its enemies blame the Jewish state not only for the Hamas massacre, but also for responding in defense. The massacre must have been 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 are real!

Lie #1: Israel is a colonial state that stole Palestinian land. A colonialist is a foreign state that conquers and exploits another nation. First, the Palestinians have never owned any land in Palestine. They were also never stolen. 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 been continuously 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 ever, targeted innocent Palestinian civilians for attack—nor mass murder, nor pogroms. All Palestinian civilian deaths have occurred as collateral damage while fighting terrorists who had no intention of any other public area. Although the Palestinian population is and around Israel has diminished since Israeli founding by 1948—from about 700,000 to seven million today. **No genocide.**

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

Lie #4: Israel is committing war crimes. War crimes include torture, hostage taking, acts of terrorism, rape and intentional targeting of civilians. While Hamas committed all these acts on October 7, Israel commits none. Though some media bludge at what they consider excessive civilian deaths during Israeli military efforts, in fact, Israel attacks only military structures and personnel—never civilian-only targets. Hamas places its fighters in dense residential areas of thousands of innocent civilians, including children. **No Israel-war crimes.**

Lie #5: Israel oppresses the Palestinians. Oppression is the systematic exercise of power to discriminate against some groups. Because Israel completely ended Gaza in 2005, it has no power over the daily lives of Gazans. However, because of Hamas' continuous news, 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 face to kill its Jews. **No Israeli oppression.**

Above all, Israel and the US 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 year 2000. Apparently, their desire of conquering Israel "From the head to the toe" has greater importance.

The brutality of the October 7 massacre shocked us...bombings, rocket attacks, rape, torture, mutilation, occupation, Israeli kidnappings. Even worse, the gates have opened to unbridled Jew-hatred on American streets and campuses—connecting conspiracy with the cause of Palestinian liberation... 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
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assaults on Jews.

But this antisemitic cancer is rapidly metastasizing throughout American society. Identifying yourself as Jewish anywhere in the U.S. dramatically increases your chances of attracting scorn, curses or physical attack. Israel-haters generate much of this hate, but even Jews who shun Israel are not safe. In short, just as in 1930s Germany, it's again time for Jews to acknowledge the mighty tide turning against us.

History reminds us that those who deny the danger—or their Judaism—will likely ignore the problem. But like millions in the Third Reich's darkest days, few deniers will escape the storm.

Rather, it is for Jews who proudly embrace their Jewishness, especially those who support Israel, for whom the question looms: How can we respond to the alarming infringements on our rights to religious and other civil freedoms, as well as our physical safety?

Antisemitism is inescapable for American Jews. According to the Anti-Defamation League (ADL), the number of antisemitic incidences recorded between October 7th—the day of the Hamas massacre in Israel—and January 7th surged 361% compared to the same period one year prior. During the October 2023–January 2024 period, 3,291 incidents occurred throughout the U.S.—56 physical assaults, 554 incidents of vandalism, 1,347 incidents of verbal or written harassment, and 1,307 rallies that included antisemitic rhetoric, expressions of support for terrorism against Israel and/or anti-Zionism.

Antisemitism in the U.S. threatens Jews in meaningful, sometimes painful ways—from loss of civil liberties and ability to pursue happiness, to abject physical danger. Critical race theory (CRT) and diversity, equity and inclusion (DEI) initiatives, for example, have made antisemitism not just acceptable, but fashionable, especially on college campuses, but also in elementary classrooms. CRT sees Jews as white oppressors and Israel as a colonial state. Students or parents who disagree are routinely—sometimes even violently—silenced by left-wing extremists, who are often joined by Islamists in so-called red-green coalitions.

Recently, Young Republicans in Houston, TX cancelled an event where a Consul-General of Israel was to speak, due to threats made by pro-Palestinian activists. Late last month, an event at UC Berkeley, in which an Israeli attorney was scheduled to speak, was shut down by pro-Palestinian protesters, who broke into the event building, forcing an evacuation.

Even speaking out against antisemitism and/or anti-Zionism is risky. Columbia University professor Shai Davidai, for example, spoke out against antisemitism and anti-Zionism on his campus, only to be put under investigation himself.

Simply identifying oneself as Jewish can be perilous. According to the American Jewish Committee, 46% of American Jews have “changed their behavior” for fear of antisemitism. This includes 25% who have avoided wearing, carrying, or displaying things identifying them as Jewish. Not being able to safely express one's Jewishness in public presents an affront, not just to freedom of religion, but also security of person. Indeed, more than 6 in 10 Jewish Americans feel “less secure than a year ago,”—a more than 20% increase from the previous year.

When should committed Jews respond to this growing threat? Every Jew has a choice: Sit idly by and do nothing . . . or fight back. Many Jews in 1930s Germany, for example, ignored the signs, disbelieved them, or underestimated their danger. Initially, they did nothing; eventually, it became impossible to resist.

As the Third Reich gained steam, many Jews denied the significance of their Jewishness—as a social or personal issue. Their “lack of Jewishness,” they thought, protected them. But the Nazis cared nothing for such distinctions, just as the Hamas barbarians who raped and beheaded kibbutz peaceniks on October 7 didn't care. All Jews, regardless of their degree of Jewishness, were targeted. It's equally safe to say now that no Jew in America is immune from antisemitism.

Millions of proud American Jews do, however, take seriously the commitment to “Never Again.” We will oppose our persecution with urgency and undaunted determination. As Albert Einstein once said, “The world is a dangerous place, not because of those who do evil, but because of those who look on and do nothing.”

PR MESSAGES, 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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How can “regular” Jews respond to this ominous sea change in American culture? First, at a minimum, speak up: Write letters to the editor, our elected representatives, corporations, media and other bodies—protesting and holding them accountable for allowing any form of antisemitism, from DEI to CRT, from negligence on college campuses to hateful bias against Israel.

Second, support—financially and vocally—individuals and organizations fighting antisemitism and advocating for Israel.

Third, vote for politicians who support Israel and fight antisemitism, regardless of party affiliation. In the past, it may have made sense to put Judaism and Israel further down our list of priorities. But now the freedom we cherish as Jews is being stolen from us precisely because we are Jews. That changes all the political rules.

One thing is clear: If we fail to address skyrocketing antisemitism, the problem will worsen.

Remember: First, they come for the Jews. When the Nazis took control of Germany, they didn’t just target Jews. They also targeted “deviants”—those who cherished and promoted civil liberties. Antisemitism not only threatens Jews—it threatens all who cherish freedom and the American way of life.

Please make the point when speaking with family, friends, colleagues—or in letters to the editor—that we have an obligation, not just as Jews, but as Americans, to work to stem the rising tide of antisemitism. The U.S. remains a free and democratic society only if we stand up, raise our voices and our fists. Now is the time.

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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