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FLAME **HOTLINE**

December 1, 2024



You'll never see this photo in mainstream media: Fresh fruits and vegetables in Gaza. While food is still in short supply in Gaza, and prices are stratospheric—there is no famine, no starvation. Hundreds of trucks deliver tons of food to Gaza every week."

When did you realize the media are lying to you?

We already know Israel gets a bad deal in U.S. media—that's nothing new. FLAME has been fighting that battle for 35 years now.

But in the last few years, something <u>snapped</u>. Media lie to us like never before—especially about Israel.

It's not just the media, though. Israel—and Jews—have bigger, nastier enemies than ever before.

More terrorist enemies—like Iran, Hamas, Hezbollah and the Houthis.

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





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 >>



IF YOU SUPPORT PUBLISHING FLAME'S BOLD PR MESSAGES, PLEASE HELP US!

- More UN enemies—corrupt agencies, like UNRWA and UNFIL . . and kangaroo courts, like the ICC and ICJ.
- More enemies here in the United States, too: In Congress, on campus, even in our streets

The fact is, our job—yours, mine, and FLAME's—has gotten tougher. The stakes are higher, our battles more vicious . . . and more deadly.

Of course, our number-one mission is to fight the lies.

Make sure Americans get real facts about Israel—truths like these they will never see in mainstream media:

- There's no famine, no starvation in Gaza.
- Israel never targets children, women or innocents.
- There's no genocide in Gaza.
- UNRWA and UNIFIL serve the demands of terrorists.
- There's no apartheid anywhere in Israel.
- Israel is one of the world's strongest democracies.
- American universities are supporting antisemitism.
- Arrest warrants for Israel's leaders are fraudulent.

In short, the battle for the hearts and minds of the American people—and the support of our elected representatives—cannot stop. We dare not rest.

By fighting the malicious lies about Israel that swirl everywhere—you and I are protecting Israel. We are writing true Jewish history.

In short, I think you realize that FLAME is fighting a fierce *Information War.* Won't you join our struggle to defeat hateful libels against Israel?

Please go to membership donation now, before December 31.

Dear Friend of Israel, Dear Friend of FLAME:

I'm sure you'd agree: Recent attacks in Amsterdam on Israelis—by roaming Muslim gangs—remind us all too vividly of the 1938 pogroms in Nazi Germany.

Almost as bad: American media <u>hid the facts</u> that the Amsterdam attackers were Muslim, that they the had *planned* the ambush, and that they screamed "Jew, Jew!" and "Free Palestine" as they rampaged.

There's no question: Mainstream media have become more blatantly biased daily.

But here's what's astounding: Despite the horrible, hateful, one-sided coverage the legacy media try to feed us about Israel . . . the American people <u>see through it</u>. Get this:

Over 80% of Americans support Israel's fight against terrorism!

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 >>

The lesson is this: Even though mainstream media try to smear Israel—literally every single day—we can win . . . and we *are* winning.

- With your support, FLAME is helping win the Information War... to spread the truth about Israel to millions of Americans.
- We've won by exposing cowardly administrators on college campuses
- We've won telling the truth that Israel does not target hospitals in Gaza
- We've won by proving how Israel repays U.S. aid by billions of dollars in its military victories against America's enemies
- We've won by defeating the incessant lies about famine in Gaza
- We've won by revealing <u>rampant corruption</u> in United Nations agencies—UNRWA in Gaza and UNIFIL in Lebanon

A majority of Americans—and many politicians—are starting to see the light.

I'd call this success pretty *miraculous*. Wouldn't you?

Here's more good news: You are part of this miracle. Let me tell you how.

Literally every day Israel is violently attacked by Hamas, Palestinian Islamic Jihad, Lebanese Hezbollah and Houthis from Yemen. Every day!

Both of us believe (and pray) that Israel can win this <u>existential war</u> against terror. It has the determination, it has brave young people . . . and it has the firepower.

But the Jewish state also faces a *different kind* of enemy—equally treacherous, equally determined to destroy it—by mercilessly attacking Israel with lies, slander and hypocrisy . . . in <u>the Information War</u>.

- ► Everyday the Jewish state is viciously, falsely maligned in major U.S. media.
- ► Everyday, radical college students blame Israel for Hamas's savage murders.
- ► Everyday Israel is falsely condemned by high-profile <u>United Nations agencies</u>.
- ► Everyday, some Senator or Representative bad-mouths Israel in Congress.

If you're willing to help us fight back, please join with a <u>tax-deductible</u> <u>membership</u> new or renewal – before midnight, December 31.

Our miracle is this: Even with all Israel's enemies in the Information War, we've helped convince hundreds of millions of Americans to *keep the faith*!

Consider this: Even during the antisemitic rampage of student radicals last Spring—on scores of college campuses, U.S. streets and highways—still some <u>80 percent of Americans</u> continue to support Israel.

Against all odds, Americans steadfastly *reject* the <u>millions of lies</u> told *ad nauseum* about Israel in newspapers, evening news programs, radio shows and social media.

It's truly miraculous.

How do <u>you</u> – how do we – help perform this miracle? How do we ensure that millions of Americans fortify our politicians with the *backbone* to stand strong behind Israel when <u>other nations abandon</u> the Jewish state?

Above all, I think you'll agree: A huge part of Israel's miraculous success comes from us lovers of Israel—like you and me—who <u>defend Israel</u>... with the power of the TRUTH.

- We tell the truth that Israel is one the <u>strongest democracies</u> in the world and the only democracy in the Middle East.
- We tell the truth that <u>Israeli Arabs</u> enjoy *more freedom and prosperity* than their brethren in any other Arab nation.
- We tell the truth that Israel's Defense Force (IDF) is one of the most humane armies in the world . . . one that *never* targets civilians.
- We tell the truth that Jews are the indigenous people of the land of Israel—continuous occupants for more than 3,000 years

Won't you please go now to membership donation before December 31, to help Israel win this Information War?

Why it's critical that we Americans and the United States—support Israel

As a friend, I think you know by now: We at FLAME readily and *harshly* criticize politicians—any politician, either party—who <u>fails to support</u> Israel. That's why we've called out the Biden administration—and many others—for their failings.

But make no mistake: U.S. support of Israel is *vital* for Israel's survival. Every administration this century, including Biden's, has <u>stood strong</u> for Israel—supplied her arms, defended her at the UN, and warned her enemies against hostile actions.

When we tell the truth—and *dispel* the lies—about Israel . . . we help ensure that loyal Americans—and our governments—maintain our "unbreakable bond" with the Jewish state.

As we speak, U.S. fighter jets, aircraft carriers, warships and missile defense systems are <u>deployed in the Middle East</u>... to counter *threats* from Iran and its allies.

That only happens when Americans know the truth and believe in Israel's righteous cause. That happens when we spread the word . . . <u>loud and wide</u> across the U.S.

It's no secret: Mainstream media are deceiving the American people

As you know, most major American media promote their own political agenda—not the facts, not the truth. We saw how scandalously they ignored, then lied about President Biden's mental health.

No surprise the media <u>deceive us equally</u> about Israel's war against Hamas: Bogus civilian death counts, the famine hoax, the fake Israeli-hostage-rescue "massacre."

Likewise, the media portrayed pro-Palestinian radicals on campus to be "peaceful kids"— even as they vandalized school buildings, blocked Jewish students from entry and chanted genocidal slogans, like "from the river to the sea, Palestine will be free."

Virtually *never* did the media <u>condemn</u> those college presidents and deans who allowed the mayhem to erupt . . . and continue for weeks on end.

HOW FLAME'S NEW EDITORIAL IN MAJOR MEDIA EXPOSES THE HYPOCRISY OF COLLEGE ADMINISTRATORS

While Jewish students were harassed, threatened, physically blocked and attacked at dozens of major universities in recent months . . . school administrators were <u>uniformly negligent</u> in shutting down antisemitic, genocidal hate speech.

If this hypocrisy bothers you, I think you'll cheer FLAME's <u>powerful new ad</u>—which we published this summer in the *New York Post*, *Tampa Bay Times*, *Denver Post*, *Chicago Tribune*, *Washington Post*, *Mercury News* and the *Wall Street Journal*.

⇒ "Stop Terrorism on Campus"—this hard-hitting message demands school administrators be held to account and outlines four ways we can shut down terror on American campuses.

I hope you'll support our placement of this ad, which reached millions of Americans nationwide, including *Senators and Representatives* in Washington DC. This ad <u>cost \$139,000</u> —we now have to pay for it. Can you chip in to help us?

Won't you please go now to membership donation before December 31, to help Israel win this Information War?

Yes, our ad expense is large, but our *impact* is <u>huge</u>. Your tax-deductible donation, of any amount, will help: We're strong in great numbers—our 30,000 FLAME donors <u>make a roar!</u>

Stop Terrorism on Campus
Attacks on Israel and Jews on scores of American universities have exploded into a jihadi-fueled, violent revolution against American freedoms and values

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HOW FLAME HELPS ISRAEL WIN TODAY'S INFORMATION WAR—HOW WE CAN SPREAD THESE TRUTHS IN MAINSTREAM MEDIA

My friends, I think you'll agree that the mounting antisemitism and ominous drumbeat of anti-Israel reporting in the media these days is <u>unprecedented...and scary.</u>But here's a bright glow of hope: As you know, for decades FLAME has been at the forefront of the Information War—defending Israel against the wide range of falsehoods her enemies aim at her.

Here are just some of editorial media ads FLAME has run to spread the truth . . . and defend the Jewish state in mainstream media (see hundreds of them under "PR for Israel" at www.factsandlogic.org.)

- "The Israel Genocide Slander"—refutes the lie that Israel attacks any people because
 of race or ethnicity and proves world-class Palestinian population growth: This ad
 reached nearly 5 million people in the Washington Post, Chicago Tribune, New York Post,
 Houston Chronicle and Orlando Sentinel.
- "Demand Justice for Jewish Students"—shows skyrocketing anti-Zionist bullying on college campuses, calls to ramp up prosecution of negligent administrators: Delivered to 5.5 million readers in the Wall Street Journal, Washington Post, Chicago Tribune, New York Post, Houston Chronicle.
- "What Is Occupied Palestinian Territory?"—proves there's no such thing as "Palestinian territory" and why Israel's governance is lawful and just: It was seen by millions in the New York Times and Washington Post.
- "The Palestinian Catastrophe"—explains why Palestinians' real "nakba" was their failure to accept Israel's many offers of land for peace and their own state: It reached 7 million readers the Washington Post, Los Angeles Times, Chicago Tribune, New York Post, Miami Herald, Houston Chronicle and Orlando Sentinel.
- "Democracy Thrives in Israel"—disproves accusations that Israel commits apartheid
 and shows why Israel is ranked the world's 23rd most successful democracy (ahead of
 the U.S.!): It ran in New York Times, Washington Post, Los Angeles Times, Chicago Tribune,
 New York Post, Miami Herald, Houston Chronicle and Mercury News.

Won't you please go now to membership donation before December 31, to help Israel win this Information War?

HOW MEDIA AND UNITED NATIONS SUPPORT THE ANTI-JEWISH, ANTI-ISRAEL DRUMBEAT. . . AND HOW FLAME FIGHTS BACK

• UN BLOOD LIBEL: CNN, Reuters and the Guardian repeat the UN lie: "Israel has been intentionally starving the Palestinian people in Gaza," according to unnamed "UN experts."

FLAME EXPOSES: I hope you read FLAME's recent expose, which proves how Israel supervises tons of food shipped to Gaza, that "starvation" is overstated, and that yet again the culprit is the terrorists: "Hamas steals food aid from its citizens, yet the media and politicians blame shortages on Israel." This message has reached tens of thousands of Americans.

• FAKE GAZA DEATH TOLLS: Every day, NPR and other media outlets parrot death statistics issued by Hamas's notoriously discredited "Gaza Health Authority" without mentioning that

the deaths include 17,000 armed fighters—or that there's zero substantiation for their death tolls at all.

FLAME PUSHES BACK: To see how many ways Hamas lies about civilian casualties, how the media swallow it all, and how the real statistics show that Israel's a hero. . . check FLAME's Hotline article on "Why the media cite fake 'death tolls' in the Gaza war." Again, we delivered this truth to tens of thousands of Americans.

• **CEASEFIRE SCAM:** The UN, the Vice President, and "stars" at the Academy Awards demand a "ceasefire now"—but neither they nor the media ever explain how a ceasefire would help Israel, the missing hostages, or Palestinians in Gaza. In fact, it would <u>be a disaster.</u>

FLAME REFUTES: Truth is, only the war-criminal terrorist group, Hamas, which started the war with its savage massacre on October 7, would benefit from a ceasefire. To get the facts, please review our hard-hitting article, "A Gaza ceasefire ignores the best option—Hamas's unconditional surrender.

Let me be honest: If we really believe in "Never Again"—and winning the Information War—we must <u>recommit</u> to defending the Jewish people, the Jewish state . . . and the *truth*.

It means we can't give up, even for a day—we won't stop until we defeat the haters. We must raise our fists and our voices against the rising tide of antisemitic, anti-Israel slander.

As you know, at FLAME we believe the most valuable thing we "regular people" can do at this moment to defeat our enemies . . . is to fight the lies . . . and spread the truth.

Won't you please go now to membership donation before December 31 to help Israel win this Information War?

HELP FLAME PUBLISH THE TRUTH IN MAINSTREAM, SOCIAL AND COLLEGE MEDIA

Unfortunately, since October 7, the falsehoods against Israel have been piling up quickly. Almost as fast as we can refute them, our enemies invent new lies, each more vicious than the last.

It's the reason FLAME has created another new editorial ad that I want to share with you here. It's called "Israel's Enemies Tell Five Big Lies."

MAINSTREAM MEDIA: We started running this ad—full sheet size, about 8 ½"x 11"—in the New York Post, Washington Post, Los Angeles Times, and Chicago Tribune.

SOCIAL MEDIA: FLAME's robust Facebook campaigns allows us to reach <u>millions of Americans</u>. Already we're delivering this message—"Israel's Enemies Tell Five Big Lies" to social media influencers of all ages.

COLLEGE MEDIA: Our latest messages debunking the greatest lies about Israel will begin reaching tens of thousands of college students via digital ads in <u>college newspapers</u> nationwide in early Spring, as soon as school is back in session.

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

How do we decide that now is the time to act? What does it take?

A friend recently sent me this quote from Albert Einstein:

"The world is a dangerous place, not because of those who do evil, but because of those who look on and do nothing."

If ever in our lives we were called on to defend the Jewish people . . . and the State of Israel —the world's only refuge for Jews—surely now is that time.

Let's not forget the pledge that good people made after Holocaust: Jews and gentiles alike took an oath, declaring, "Never again." We won't let it happen.

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: 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 tens of thousands of members. 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?

Won't you please go now to membership donation before December 31—to help Israel win this Information War?

PLEASE HELP ISRAEL DEFEND ITSELF AGAINST HAMAS AND IRAN—PLEASE HELP US STAND UP FOR THE TRUTH

I hope you agree that FLAME's editorial messages, which appear in media reaching <u>more</u> <u>than ten million readers</u>—including college students—must continue educating Americans about these and other issues, including anti-Israel anarchy on campus.

I hope you also agree that FLAME's editorials spread the truth about Israel—a truth Americans just won't find in today's mainstream media.

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 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.

Won't you step forward— and help us tell the truth about Israel? Please make your tax-deductible membership donation now, before November 30.

When you 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.

Let me leave you with one thought: The American people must know the truth about all these issues—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 affirm 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 renew your commitment to FLAME right now . . . while you have this message front and center?

Thank you very much, shalom and sincerely yours,

James Sinkinson, President
Facts and Logic About the Middle East

P.S.1: Please consider remembering FLAME's good work <u>in your will</u>. 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 minute.*Please make your tax-deductible donation now, before December 31.

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