

against Israel. Sadly, this strategy works exceptionally well.

Hamas War Strategy Succeeds: Kill Palestinians, Blame Israel

Dear Friend of Israel, Friend of FLAME:

No wonder support among Americans for Israel’s war against Hamas has dropped to an all-time low of just 32%. Nearly all coverage of the Gaza War in mainstream media focuses on problems falsely laid at Israel’s feet.

- BBC, July 29th: *“More than 60,000 people killed in Gaza during Israel offensive, Hamas-run health ministry says.”*
- NPR, July 23rd: *“Israeli forces have killed over 1,000 aid-seekers in Gaza since May, the U.N. says.”*
- Guardian, August 3rd: *“The mathematics of starvation: How Israel caused a famine in Gaza.”*

According to these reports, Israel is responsible for deaths in a war Hamas started, starvation caused by Hamas’s theft of aid, Palestinians killed by Hamas at aid distribution centers and Gazans who can’t get medical care because Hamas uses hospitals as military headquarters.

These deadly outcomes are the result of a well-plotted, consistent strategy by Hamas. Since Hamas cannot possibly defeat Israel with arms alone, its plan for winning—militarily and in international public opinion—is by facilitating the deaths of its own people. Tragically (and perversely), this strategy is working notoriously well.

Indeed, Israel—and Jewish people worldwide—are slandered in the media and public institutions. No surprise that antisemitic attacks have skyrocketed, sanctions and embargoes have been imposed on the Jewish state, and countries are now lining up to recognize “Palestine.”

Unfortunately, daily lies about Israel rapidly encircle the

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globe before truth can put its shoes on. Some good news: The U.S. government—and the President himself –have stood strong, refuting lies, criticizing the hypocrites, even punishing those who unfairly attack Israel.

Hamas’s “death cult” strategy: Sacrifice innocent Gazans while blaming Israel. Hamas leaders make no secret of their commitment to “martyring” Palestinians in service of their mission. Former Hamas leader Yahya Sinwar spoke of high civilian death tolls as a “necessary sacrifice” to pressure Israel. Sinwar (killed in battle with Israel), suggested martyrs’ deaths galvanize support for Palestinian statehood. He reportedly told Hamas political leader Ismail Haniyeh (assassinated by Israel), after the deaths of Haniyeh’s sons and grandchildren in an airstrike, that such losses would “infuse life into the veins of this nation.”

Likewise, Hamas official Ghazi Hamad described Palestinians as a “nation of martyrs,” proud to sacrifice, indicating that civilian deaths are a strategic asset to garner global sympathy and condemn Israel. Senior Hamas figure Fathi Hammad boasted of the strategy, saying, “We have formed human shields of the women, the children, the elderly. We desire death like you desire life.”

In short, Hamas’s human-sacrifice strategy is cynical: The terrorists understand that by maximizing the deaths of Palestinian civilians, the liberal West will be aghast at the carnage and lay the blame on Israel, a global superpower.

Media falsely blame Israel for Hamas’s Gaza War.

Hamas’s strategy of increasing Palestinian deaths is carried out in manifold forms, above all by placing terrorist infrastructure in and about civilian structures—mosques, schools, apartments, even hospitals. In fact, according to the IDF, over 85% of medical facilities in Gaza are commandeered by Hamas and used in its terrorist operations.

But despite the IDF releasing countless high-quality

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videos and photographs showing Hamas embedding itself in civilian infrastructure, legacy media continue to dismiss these as “unverified.”

An opinion piece in the *New York Times* last month promised to explain “How Israel’s war became unjust.” Though Hamas’s savage attack launched the conflict, somehow Israel is the primary cause of Gaza’s suffering, while Hamas’s tactics of using using human shields and stealing food aid receive scant mention.

MSNBC recently published an article accusing Israel of “deliberately dismantling” Gaza’s humanitarian system, citing 500+ Palestinian deaths at Gaza Humanitarian Foundation (GHF) aid sites—but omitting Hamas’s verified attacks on civilian aid seekers. Indeed, last June, U.S. ambassador to Israel Mike Huckabee criticized CNN and the Associated Press for reporting unverified Hamas claims that Israeli forces shot Gazans at GHF distribution centers, while ignoring Hamas threats and attacks on hungry citizens accepting GHF food.

Hamas’s cynical strategy is working spectacularly well.

While Israel may have devastated Hamas’s military command and control, the terror group’s heartless strategy of placing its people in harm’s way, then exploiting their deaths by blaming Israel, has been amazingly effective.

Global backlash against Israel has led to significant consequences for both the Jewish state and Jews worldwide. For instance, Italy, Germany, Spain, Slovenia, Japan, and Canada have all imposed arms embargoes on Israel, and Turkey imposed a total trade ban. Despite the Palestinians’ barbaric October 7, 2023 attack on Israel involving bloody slaughter, rape, and cremation, a growing number of countries—most recently France, the UK and Canada—have moved to reward Hamas by recognizing “Palestine” as a state.

Moreover, Israelis and Jews have become pariahs worldwide. Last month, pro-Hamas demonstrators in Greece prevented a cruise ship from disembarking its Israeli passengers. In Turkey, some business

establishments have posted signs saying Jews were not welcome, and here at home, Jewish-owned eateries and markets in Philadelphia were targeted by a pro-Hamas boycott list.

Three weapons for defeating the Hamas strategy. Even as the truth is inverted against Israel in its fight to defeat a sadistic enemy—by baseless accusations of genocide, starvation, and ethnic cleansing—supporters of Israel have three effective responses at hand.

First, the power of truth: We cannot yield the high ground of facts and logic or the righteousness of Israel’s cause against brutal Islamist terror. We must boldly, tirelessly speak and publicize the truth—to family, friends, on social media and to our elected representatives.

Our second weapon is continued support by the United States government, especially from the President, who so far has demonstrated full, unwavering backing to Israel in its war against Hamas, despite heavy criticism from leftist politicians and mainstream media. No matter our political affiliations, it behooves lovers of Israel to encourage this valuable support.

The third and most effective weapon against Islamist terror is for Israel to win its war against Hamas *definitively*. Hamas’s defeat will remove the group from power, ensure safety for the people of Israel, and free the Palestinians from their authoritarian yoke. Nothing is more convincing—nothing shuts down the liars—more effectively than winning.

Please take heart that through truth and strength, we will ensure Israel prevails over its enemies in the media, in Congress and in the terrorist Middle East.

If you agree we need to spread this truth, please use your email browser to forward this Hotline issue to fellow lovers of Israel—and encourage them to join us by subscribing to the Hotline at no charge.

Best regards,
James Sinkinson, President

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Facts and Logic About the Middle East (FLAME)

P.S. I'm sure you'd agree: If your enemy says they want to kill you and take your land, you'd be smart to believe them. If you try to make peace, but they refuse all your offers and continue to make murderous threats, it's time to eliminate this enemy. Israel has faced exactly this danger with the Palestinians—yet continued to hope for peace . . . until Hamas's October 7 massacre and kidnappings. Finally, Israel and many lovers of Israel are facing reality. They've concluded their futile dreams of peace must end. They must finally defeat their Palestinian enemies—starting with Hamas and other jihadi terrorists. I hope you'll agree that we supporters of the Israel-U.S. relationship need to speak out. FLAME's new *hasbarah*—explanatory message—“**End of the Palestinian Lie**”—describes how Israel and the West have for 77 years bought the myth that the Palestinians want peace. It details the many offers of land for peace Israel, the U.N. and the U.S. have made to give Palestinians their own state—all refused. Finally, it explains why Israel must adopt a bold new strategy—disarming, disabling and defeating Hamas and all other terror groups that attack Israeli civilians. Please review this convincing, fact-based editorial, which FLAME intends to publish to millions—in leading social media, as well as in the *Washington Post*, *Wall Street Journal*, *New York Post*, *Chicago Tribune*, *Tampa Bay Times*, *Denver Post* and *Los Angeles Times*. This piece will also be sent to all members of Congress, the President and Vice President. 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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