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FLAME. *Hotline*

June 16, 2026



Enemies of the Jewish people have transitioned recently from unfashionable "Jew hatred" to "Zionism hatred"—a distinction with no essential difference, since Zionism is a fundamental quality of Jewish identity—the yearning to achieve liberation in the Jewish homeland.

Why American Jews' rejection of Zionist identity is suicidal

Word Count: 1,018; estimated reading time: 3.8 minutes

Dear Friend of Israel, Friend of FLAME:

Shockingly, only 37% of American Jews consider themselves Zionists—believers in the fundamental, millennia-long aspiration of the Jewish people for liberation. When asked for an explanation as to why a

majority of American Jews are dumb.

Horn, who wrote “People’s word”—*Jew*—that was opting for euphemism

Today, it’s the “Z-word”

still represent the movement of the Jewish people to throw off the yoke of tyranny, establish a free nation and spread the spirit of self-determination to other aspiring peoples. Regrettably, today’s haters have hijacked the term and turned it into a curse—one that makes many American Jews uncomfortable, embarrassed or ashamed.

In fact, Jews who deny identification with Zionism are denying their bond with *Am Yisrael*—the Jewish people—because ultimately, it is Zionism that got us here. The culture and values of Zionism have allowed us to persevere through 3,000 years of persecution and a devastating Holocaust, finally to emerge as a free people, to thrive as never before in Israel, our ancient, indigenous homeland.

While Zionism wasn’t a defined movement until the late 1800s, the spirit of Zionism has infused the arc of Jewish history—survival and achievement—for millennia. It was only after Israel’s founding that the enemies of the Jews—instigated by the Soviets—began a campaign to turn garden-variety antisemitism into hatred of Zionism, leading to its current association with “white colonialist-oppressors.”

Thus, today’s ultra-leftists repeat the insidious mantra: “We don’t mind Jews, it’s just Zionists we hate.” Lamentably, this campaign to denigrate “Zionism” and delegitimize Israel has been notoriously successful.

Notwithstanding, the truth is, discomfort by American Jews with the term Zionism stems from a misunderstanding of its historical and *actual* meaning. Zionism embodies the spirit of Jewish survival—self-determination, extraordinary achievement and a yearning for freedom. These values have enabled the Jews to remain bonded and survive as a people, succeed materially and throw off the chains of tyranny.

In short, Zionism is a beacon of liberation—for its own people, *Am Yisrael*—and for others who seek greater security, self-determination and independence.

In short, Zionism has been a lifeline for the Jewish people . . . and it remains one today.

Why American Jews feel uneasy about Zionist identity. According to a Jewish Federations of North America (JFNA) survey, 88% of American Jews agree that “Israel has the right to exist as a Jewish and democratic state,” and over 70% affirmed they are “emotionally attached to Israel. However, just 37% self-identify as Zionists. What explains this contradiction? Perhaps the most telling reason is that American Jews misconceive what Zionism *is* and most notably, *is not*.

Indeed, the survey found that more than one in four American Jews think Zionism means “supporting whatever action Israel takes,” and 35% agreed that Zionism means “believing Israel has a right to the West Bank and Gaza Strip.” Smaller numbers of American Jews believe Zionism means “believing Jews are superior to Palestinians.” None of this is accurate—few if any Jewish leaders either in Israel or the U.S. espouse these notions—but is rather a product of propaganda from today’s most prevalent vocal antisemites: Anti-Zionists on both the Left and Right

The 3,000-year-old spirit of Zionism still lives. While technically, the Zionist movement was founded in the late 19th century, the spiritual values of Zionism date back to biblical times. They include the



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and simply, “They’re

the U.S. it was the “J-
Jewish in their names,
newspaper.

that historically and

millennia-long determination to fulfill the Torah promises. We are the formation of our nation to benefit the world.

Soviets campaign to delegitimize the Jewish people.

...into Marxist-Leninist language. Against all evidence, they accused Zionists of leading a global plot similar to that spelled out in the *Protocols of the Elders of Zion*, and they equated Zionism with Nazism. They promoted a narrative in which Israel colonized its homeland and oppressed and committed genocide against the newly-invented “Palestinian people.”

In the past, Jews, including American Jews, the words “Jew” or “Jewish” had taken on a tainted, antisemitic flavor. Today, as the JFNA survey indicates, it is “Zionism” and “Zionist” that grate on the ears and sensibilities of many American Jews—and many Americans in general.

It’s no wonder that 60% of U.S. adults hold a negative view of Israel, the Zionist state.

To reject Zionism is to reject Jewish peoplehood and freedom. If you believe in the right of the Jewish people to self-determination and you support a state in our indigenous homeland, you are—like it or not—a Zionist. To deny one’s identification with Zionism is to allow Jew haters to hijack our identity—to associate Jews with despicable falsehoods and attribute to us crimes of colonization, genocide and apartheid.

On the other hand, those who stand proudly as Zionists affirm the righteous journey of Jews to persevere as a coherent people, to finally achieve liberation in our homeland and to emerge as one of the strongest, most diverse and most advanced democracies on earth. Zionists can also take pride in Israel’s contributions to the world—making it safer, wealthier, healthier and happier—because those achievements spring from Zionism’s same optimism, ingenuity and determination.

Please make the point when speaking with family, friends, colleagues—or in letters to the editor—that those who condemn (or deny) Zionism are at best spreading unconscionable lies ... and at worst are promoting hate of the Jewish people, heroes of one of history’s most inspiring and successful stories of liberation.

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
Facts and Logic About the Middle East (FLAME)

P.S. Surely, you’ve recently read of some celebrity, politician, radical student, foreign head of state or media pundit slander Israel with the “Gaza genocide” lie. Many who spread this lie are ignorant, but most are anti-Israel haters. They care nothing for the truth. The tragedy is, when they utter the Gaza genocide falsehood, too few knowledgeable people—and virtually no media—stand up to refute it. Indeed, when you share the simple facts, the genocide lie crumbles. Upon learning that Israel conducts its war against Hamas terrorists with the highest ethical standards—and that *nothing* Israel does in Gaza fits the definition of genocide—fair-minded people quickly see through the lie. I hope you’ll agree that we supporters of the Israel-U.S. relationship need to speak out. FLAME’s new *hasbarah*—explanatory message



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–“Facts Shatter Gaza (Israel’s tactics in the w Palestinian population genocide lie fit the cla which FLAME is about *Post, Wall Street Journal* This piece will also be 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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