

Communicating the Truth About Israel



September 2014



**These are merely bookends...
the opening/closing language**

1. You decide which facts matter
2. You decide the length of response
3. Just remember: your opening words set the tone and your final words determine your success.

A Bare Majority Support Israel

But it's a disaster among college kids

Should the United States
be a supporter of Israel,
or a supporter of the Palestinians.

Total	Student	Op Elite	
54%	36%	68%	Support Israel (Net)
27%	14%	33%	<i>Strongly Support Israel</i>
12%	7%	21%	<i>Support Israel</i>
15%	16%	15%	<i>Neutral but lean slightly towards Israel</i>
38%	49%	20%	Neutral
5%	8%	7%	<i>Neutral but lean slightly towards the Palestinians</i>
2%	2%	3%	<i>Support the Palestinians</i>
1%	5%	1%	<i>Strongly Support the Palestinians</i>
8%	15%	11%	Support Palestinians (Net)

What America Believes:

Showing Responses of “Agree”

Total	Student	Op Elite	
61%	43%	85%	Israel is a civilized, western country.
54%	35%	82%	Israel is a democratic country.
52%	31%	63%	Israel wants peace with her neighbors.
45%	29%	61%	The United States should side with Israel in the dispute between the Israelis and the Palestinians.
27%	34%	34%	Israel mistreats and discriminates against Arab citizens.
17%	17%	27%	The Palestinians have the right to demand that East Jerusalem be the capital of a Palestinian nation

The Ten Essentials Lessons of 2014

1	We use rockets to protect children...they use children to protect rockets
2	Palestinian Gov't needs to reform ("the right to...")
3	The Hamas Charter / The Culture of Hatred (quote it)
4	Personalize & Humanize ("imagine")
5	What could have been (Gaza/West Bank)
6	Rhetorical questions / Ask Why
7	Beyond the conflict / Israel's global cooperation
8	No declaratives / no absolutes/ no nevers
9	Universal appeals ("Everyone deserves")
10	"One step at a time"

The Best Response

Hamas Leadership Preaches VIOLENCE.

For far too long, Palestinians have been trapped in a cycle of violence. Their schools have been taught to teach violence. Their leaders have been quick to preach violence.

I do not blame the people of Gaza for feelings of grief, anger, and desperation. I blame the Hamas leadership who sow the seeds of hate and tell innocent civilians to live as human shields while hiding in five star Qatari hotels thousands of miles away.

21 Phrases for the 21st Century

Everyone deserves

Invest in peace

Mutual understanding/respect

The rights of all minorities

Imagine what it's like...

Come together, choose peace

Here are the facts

The simple truth

Conversation & cooperation

This is our home

America's most important ally

No excuses for rockets

A culture of hatred

The right to defend itself

Moving forward/Making progress

Radical Muslim Jihadists

A united Jerusalem

Believe in better

A future without violence

A step by step approach

Renew, Revitalize, Rejuvenate, Restore, Rekindle, Reinvent

13 Phrases for 2014

1	Hamas is at war against the Israeli people...we are <u>only</u> at war with Hamas
2	It's time to hold the Palestinian government/Hamas accountable
3	Imagine rockets being fired at your home, day after day, every day
4	All lives matter...Palestinian lives...Israeli lives...every life matters
5	Our rockets protect our children. Their children protect their rockets
6	Living together, working together, side by side
7	Just as people have laws, nations have responsibilities
8	Billions of dollars for terror and tunnels instead of schools and hospitals
9	We need more conversations, not less ... more listening, not less
10	The only place in the M.E. where <u>ALL</u> religions are protected
11	Children should be taught to live, not to die
12	We can build a better future together
13	Let's make this the last generation to experience war

The Most Basic Human Rights



Hospitals are for healing, not for hiding weapons.



**Schools are for students to learn,
not for terrorists to launch weapons.**



Children are our hope, not our human shields.

Words That Work

The best words from the best spokesman for left-of-center students

“I have been clear throughout the crisis that Israel has a right to defend itself. No country can tolerate missiles raining down on its cities. No country’s people should live day-by-day rushing to bomb shelters every half hour. No country can or would tolerate tunnels dug under their land used to launch terrorist attacks.

American has been – and will continue to be – supportive of Israel and its right to defend itself in concrete terms. For example, we support the Iron Dome Program that has intercepted rockets firing down on Israeli cities.”

--Barack Obama

Remind Them Of The Neighborhood...



■ = Arab World ■ = Israel



Visualize Peace



VISUALIZE WAR: A 15-Year-Old Hamas Supporter

“Zionist / Zionism” a Negative

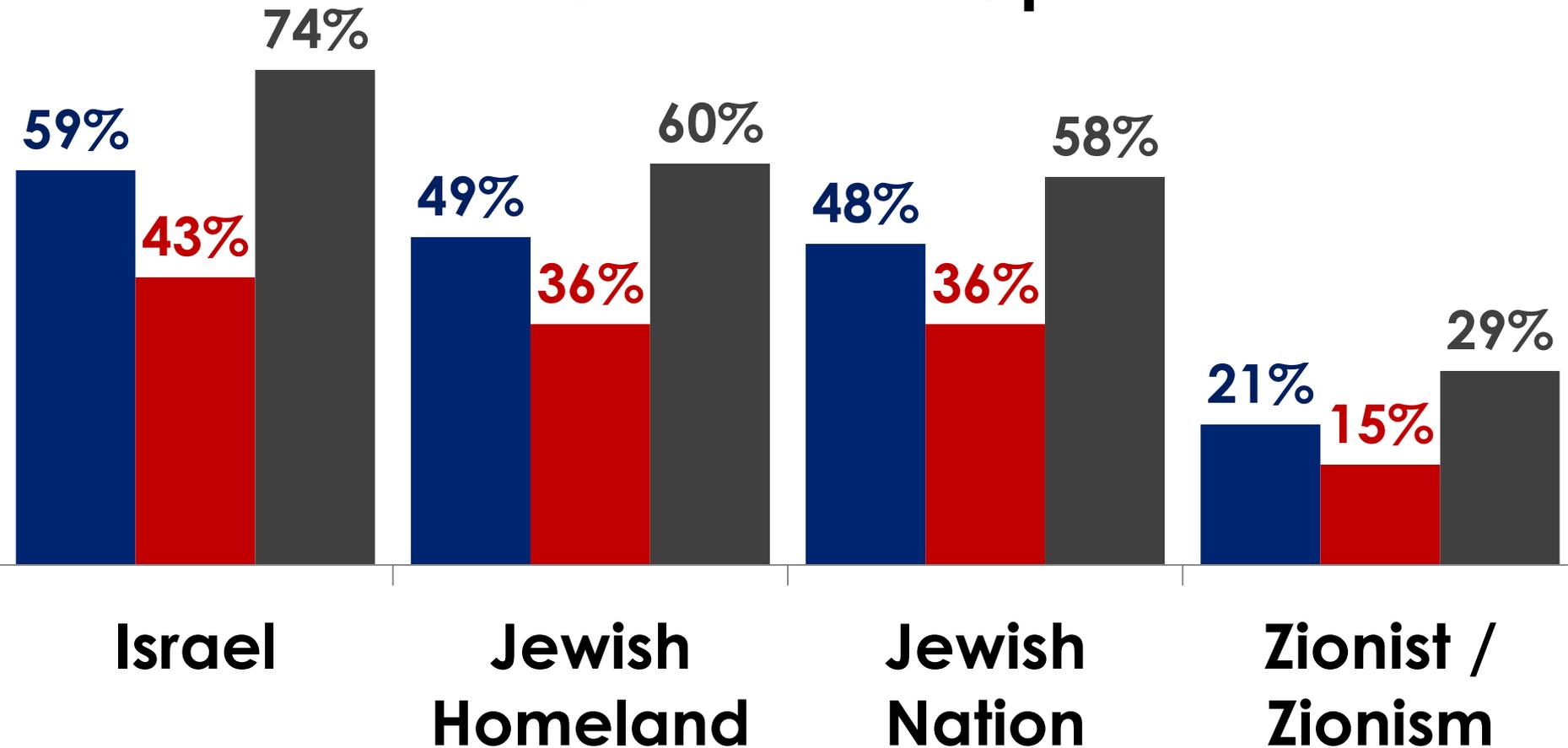
What is your reaction to the word:
“Zionist / Zionism”

Total	Student	Op Elite	
21%	15%	29%	Favorable (Net)
6%	4%	8%	<i>Strongly Favorable</i>
9%	6%	12%	<i>Somewhat Favorable</i>
7%	5%	10%	<i>Only A Little Favorable</i>
53%	58%	30%	Neutral
11%	11%	17%	<i>A Little Unfavorable</i>
8%	7%	14%	<i>Somewhat Unfavorable</i>
7%	8%	11%	<i>Strongly Unfavorable</i>
26%	27%	41%	Unfavorable (Net)

Speak About "Israel"

What's your reaction to JUST the following Word / Phrase?
(Showing "FAVORABLE" Responses)

■ Total ■ Student ■ Opinion Elite



Answering The Tough Questions:

Q: Israel doesn't want peace. It is doing everything it can to undermine peace. Why should we believe the Israeli position has changed?

Words That Work

Israel wants peace. *I want peace.* What we all want is a peace that will be genuine, that will hold, that will endure... we both agree that a peace based on illusions will crash eventually on the rocks of Middle Eastern reality, and that the only peace that will endure is one that is based on reality, on unshakeable facts.

--PM Netanyahu

Words That Work

Don't say Israel is “willing” or “open” to negotiations. That's way too passive.

“Israel is eager to negotiate.
We have always believed diplomacy is preferable to destruction.”



Words to Use...

A two-state solution requires

mutual understanding and mutual respect.

Israel offered 97 percent of the disputed territories to the

Palestinians and the recognition of a Palestinian state in return for two common sense conditions: recognition of the Jewish state and Israel's right to exist.

The Palestinians have refused - year after year.

Total: 25% Student: 28% Elite: 30%

...Words to Lose



Israel is not stalling.

Peace takes two.

Israel has **repeatedly** offered to make far-reaching compromises, but it cannot move forward alone.

Total: 15% Student: 16% Elite: 12%



Words to Use...

Everyone deserves to call
somewhere home.

For Jews that were forcibly scattered across the globe again and again for centuries, that home has always been Jerusalem and the land around it. For more than two thousand years and right up to today, the religious, cultural and historic home for Jewish people has been Israel.

Total: 32% Student: 23% Elite: 30%

...Words to Lose



Let's be candid. Even in 2014 - and even in America, anti-Semitism still exists.

Many of the people who are the most anti-Israel and criticize Israel most harshly are anti-Semitic. So when you hear people saying Israel should not exist - ask yourself what they are really saying.

Total: 12% Student: 14% Elite: 9%

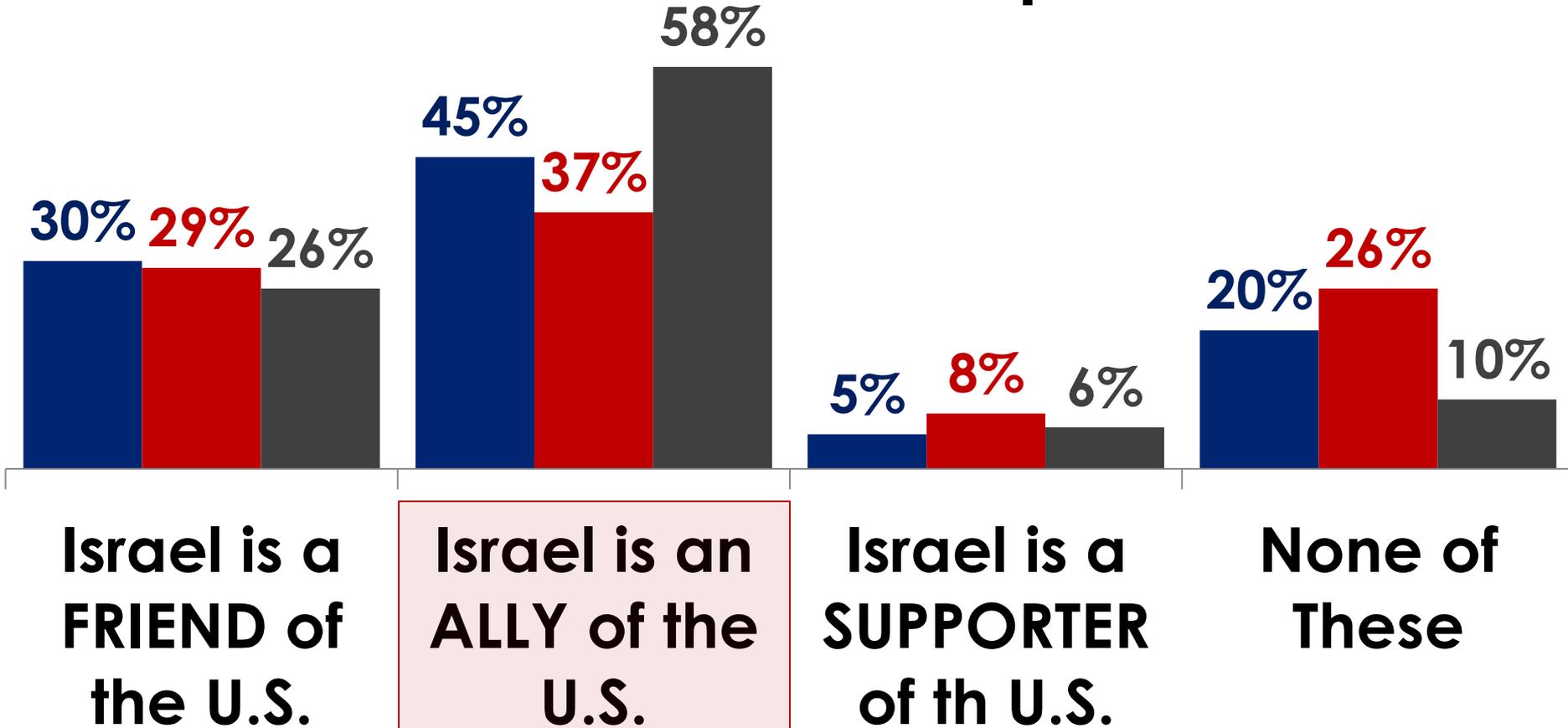
Answering The Tough Questions:

Q: Some people argue that **the US should stop favoring Israel,** that it would be better to take a neutral stand.

We're "ALLIES"

And which is a more positive description of the American-Israeli relationship?

■ Total ■ Student ■ Opinion Elite



Words That Work

Take American Politics Out Of It...

Peace in the Middle East isn't a Republican or Democratic issue. It's a global issue. Israel needs real partners to push for an end to the conflict and who believes in peace, freedom, security and prosperity for all peoples of the Middle East. The most important partner for peace and security is the United States

Total: 35%

Student: 32%

Elite: 39%

Words That DON'T Work

As Israel goes so will America.

This is the only democracy in this part of the world. This is an ally -- we need them and they need us. But we have to solve these problems together rather than just complain about them

Total: 10%

Student: 9%

Elite: 6%

A Clear Call To Action

Describe the GLOBAL threat of terrorism and the consequences of inaction.

*“We stand against terrorism everywhere and every time. That’s why we **stand with Israel**”*

Answering The Tough Questions:

Q: Some people argue that the repeated **UN condemnations of Israeli actions** should send a message to America to stop favoring and blindly defending Israel.

“The UN Is Condemning The **Wrong** Party.”

Point out the specific ***differences*** between Israel and Hamas.

- ✓ Discrimination against women
- ✓ Explicit laws against homosexuality
- ✓ No religious freedom
- ✓ No political tolerance
- ✓ No justice or rule of law

Yes, There Is A Difference



When Israelis and Arabs protest in front of the Israeli government (*which happens every day*),
what happens to them?
NOTHING.



When Palestinians protest in front of the Palestinian government just once, **what happens?**
They Die.

Words That Work

“A Voice for Justice and Democracy”

The UN should be condemning Hamas, not Israel. Under a Hamas-ruled Gaza, all women are forced to wear the headscarfs, churches are destroyed, and homosexuals are put to death. Hamas has assassinated hundreds of opponents in its effort to establish a fundamentalist Islamic state. It's time for the UN to speak up. Why? Because there is a difference - a huge difference - between Israel and Hamas.

Total: 27%

Student: 23%

Elite: 24%

Words That DON'T Work

The UN has been hijacked by nondemocratic, anti-Israel nations since the mid-1970s. As a result, UN condemnations of Israeli actions reflect the prejudices and values of countries like Syria, Saudi Arabia, and Iran, which are not accurate judges of violations of international standards, especially in the Middle East conflict.

Total: 10%

Student: 8%

Elite: 12%

Answering The Tough Questions:

Q: Some students want their universities to stop buying products made in Israel and stop investing in Israeli companies until Palestinians are given equal rights and Israel ends its occupation of the West Bank. They are part of a movement encouraging boycotts, divestment, and sanctions of Israel, **also known as "BDS."**

The BDS Movement

Not as widespread as you think ... yet



**“Conversation & cooperation”
“Diplomacy & discussion”**



It MUST be a
HUMAN,
EMOTIONAL, and
HEART-FELT
approach

Words That Work

For Students, It's ALL ABOUT UNITY.

Students should be encouraged to debate issues of national and international importance in an open and honest way.

But boycotts do not unite, they divide.

BDS fails to recognize that the path to peace is paved with

diplomacy, discussion and cooperation,

not isolation or continued conflict.

Solutions come from engagement, not silence

Total: 27%

Student: 31%

Elite: 26%

Words That DON'T Work

The global BDS movement is understandably appealing to people who are frustrated with Israeli policies and want take tangible steps to end Palestinian suffering.

But BDS undermines progressive forces in Israel who are working for social justice by playing into right wingers in Israel who cultivate an 'us vs. them, Israel against the world' mentality

Total: 7%

Student: 11%

Elite: 7%



Discussing Gaza

The Hamas Charter, Article 7

*"There is a Jew
hiding behind me,
come on and kill him."*

I am a Jew.
Why do you want to kill me?

The HAMAS Charter:

Read it ... Slowly

"The hour of judgment shall not come until the Muslims fight the Jews and kill them."

"There is no solution to the Palestinian problem except by jihad."

"Peace initiatives, so-called peaceful solutions, and the international conferences to resolve the Palestinian problem, are all contrary to the beliefs of the Islamic Resistance Movement."



The Palestinian government uses its billions of dollars in global aid **NOT** for schools, playgrounds and hospitals, but for terror tunnels, bullets and bombs.

600,000 tons of cement went to build terror tunnels instead of vibrant, prosperous Gaza. Why?



Every Palestinian victim *matters*...
Every Israeli victim *matters*...



EVERY victim *matters*.

Words That Work

No One Should Have To Go Through This...

No child should have to experience the horror of a bomb shelter. No child should have to run for their life because of missiles and rockets fired on its people. None of this needs to be happening. We have done everything possible to avoid hurting Palestinian children. Hamas has done everything possible to put Palestinian children in harms way.

This madness has to stop.

Words That DON'T Work

It's Not Just About Israeli Children... It's About ALL Kids.

There is no attention drawn to the Israeli children not going to summer camps. Instead, they're sitting in shelters. They go to bed at night not knowing if they are going to be woken up by their parents or be woken up by the sounds of air raid sirens. This is a significant threat to a good portion of Israel.

Answering The Tough Questions:

Q: Israeli bombing has killed 2,000 Palestinians – including hundreds of women and children. Yes, Hamas fires rockets, but Israel is destroying the people of Gaza. How can you defend such brutality?

Words That Work

Highlight the Differences Between Israel and Hamas

Nobody wants to harm the Palestinian people.

They are Israel's neighbors. They deserve better.

Israel has to remove the missiles that are being fired at her people. When those missiles are placed near schools or other civilian areas, Israel sends warnings 30 minutes in advance, telling them to get out of the way. Why?

Israel wants the Palestinian people to be safe.

But Hamas tells them to stay.

Why would you deliberately put your own people in danger?



Words to Use...

Let's be direct - because there is a difference. Israel uses rockets to protect its people. Hamas brutally uses civilians as human shield to protect its rockets. Hamas deliberately places its rockets in and among schools, mosques, and other civilian areas. Israel puts its military weapons far away from civilian areas. For day after day, Hamas rejected a cease fire. It's up to Hamas to choose peace. Israel can't do it alone

Total: 23% Student: 16% Elite: 26%

...Words to Lose



Hamas could have stopped this conflict at any point by stopping the rockets. But they know - cynically - that they can earn the world's sympathy by trotting out dead children and using women and children as human shields. It's cynical and brutal, but it makes them the victim, even though their daily missile attacks are the cause.

Total: 13% Student: 9% Elite: 14%

Words That Work

What More Can We Do?

For those who criticize Israel's painstaking efforts to limit civilian loss, I ask you: what more should we do? They are firing on us – day after day. It has to stop.

We tell Hamas we know where your weapons are. We tell Hamas when we're going to blow them up. And we even tell people in the immediate area to leave. What does Hamas do? It tells its own people to stay, to run into the area to protect their weapons of war.

Words That DON'T Work

It's important to appreciate just how much restraint the prime minister of Israel has shown. In dealing with terrorism and in prosecuting a war against Hamas, Israel has conducted itself in a very measured way, and extraordinary efforts are made to keep civilians out of harm's way.

It doesn't mean that Israel is perfect, but it does demonstrate we're not hard-lined

Total: 10%

Student: 10%

Elite: 8%

Talking About The Terror Tunnels



“Let me be clear. Hamas was building terror tunnels **NOT** at the Israeli border. They were building terror tunnels **UNDER** and **ACROSS** the Israeli border. **Why? Do they want to tunnel into Israel to become Israeli citizens?** Ask yourself: **Why would Hamas build concrete-enforced tunnels instead of schools, hospitals and homes?**”

Answering The Tough Questions:

Q: Israel is destroying the hopes and dreams of the Palestinian people. How can you possibly defend the victimization of an entire nation.

YOU'RE RIGHT:

The Palestinian People Are The Victims



Who has the most to gain from peace?

The Palestinian people.

And yet Hamas continues to wage war.

Peace cannot be achieved
as long as Hamas is committed to war.

YOU'RE RIGHT:

The Palestinian People Are The Victims



When the Israelis turned over Gaza to the Palestinians, they turned over nearly 3,000 greenhouses and a thriving flower industry that would have earned Palestinians tens of millions of dollars in exports.

What was the Palestinian government's response?

The destruction of the 3,000 greenhouses and the impoverishment of its people.

It's Time For The Palestinian People To Ask

WHY
...

Why does Hamas put rockets and bombs near schools, shopping centers and mosques?

Why does Hamas jeopardize **your** life to protect **their** weapons?

Why does Hamas tell you to run towards the bombs when they are running away?

Answering The Tough Questions:

Q: Some people claim that **Israel has deliberately blocked humanitarian aid to Gaza**, leaving innocent people starving and impoverished and creating the conditions for war.

Words That Work

America: Your Tax Dollars Support Terrorists

Global aid to Gaza is over a billion dollars. Where has that money gone? Schools? Hospitals? Roads? Agriculture? No. Hamas digs tunnels of terror that reach the doorsteps of homes and schools inside Israel.

Hamas has abused hundreds of millions of dollars donated for humanitarian aid, some of it American tax dollars, to build these terror tunnels. For the cost of one tunnel, they could have built one hospital.

If there is a humanitarian crisis, why does Hamas spend its money on bullets and bombs?

Words That DON'T Work

Every discussion about Gaza must begin with the hard fact that Hamas is engaged in a genocidal war against Israel. The world's leading democracies regard the blockade as legal because Hamas is in a state of armed conflict against Israel.

The blockade only has the reasonable requirement that Israeli officials inspect all shipments to ensure that Gaza's terrorist groups are not importing weaponry.

Total: 11%

Elite: 8%

Answering The Tough Questions:

Q: Some people argue that Israel's presence in the West Bank is an **"illegal occupation."** Why should the Palestinian government negotiate with an occupying power?

**Don't blame the Palestinians
for the disputed territories.**

Focus on the solution, not the situation.

**Don't justify Israeli settlements because
of Palestinian aggression.**

**“Israel is ready to work with its neighbors
RIGHT NOW”**



Words to Use...

Israel has legal, historic, and security claims to this land, which is the center of its ancient homeland and which Palestinians want for the future state. Israel is ready to work with its neighbors right now to resolve territorial issues, but until there is a genuine peace agreement, the West Bank will remain disputed territory.

Total: 24% Student: 19% Elite: 26%

...Words to Lose



Israel's presence in the West Bank is the result of Arab and Palestinian aggression. The Palestinian Authority has delayed continuing negotiations to determine future borders while Israel continues to face terrorist threats from the area, necessitating its presence.

Total: 12% Student: 12% Elite: 10%

Words That Work

List The Facts

Peace requires genuine partners.

- **Fact:** When Israel offered to dismantle most West Bank settlements for peace in 2000 & 2008, Palestinians said no.
- **Fact:** When Israel evacuated all settlements in Gaza in 2005, terrorism and hostility actually sharply increased.
- **Fact:** There were absolutely no settlements when Palestinian violence against Jews began in 1920 or when that violence escalated between 1948 and 1967.

These aren't talking points. **These are facts.**

Total: 23%

Student: 31%

Elite: 23%

Words That Work

Appeal to Common Sense

If West Bank settlements were the real obstacle to peace we would have had peace long ago. The real obstacle is Palestinian refusal to accept a Jewish state within any borders, as reflected in Palestinian leaders' statements and in Palestinian media. The controversy about settlements is a symptom, not a cause, of the conflict, which is rooted in Palestinian rejectionism.

Total: 24%

Elite: 22%

Words That DON'T Work

The Jewish state has taken significant steps to improve access and movement for Palestinians in the West Bank. Despite risks to its security, Israel removed more than 130 roadblocks and checkpoints and opened its borders to increasing Palestinian exports and workers. Unfortunately, terrorists continue to exploit Israel's positive moves by plotting attacks, limiting Israel's ability to accommodate Palestinian needs.

Total: 10%

Elite: 11%

it's not what you **say**

it's what people **hear**