

## **Defeating Anti-Israel Propaganda Presentation Outline**

Accompanying Handouts: Sample propaganda flyers from Arab organizations, pro-Israel hasbara, and sample articles exposing various anti-Israel distortions in the media.

**What is Propaganda?** A defined in Webster's dictionary – any systematic, widespread dissemination or promotion of particular ideas, doctrines, practices, etc. To further one's own cause or to damage an opposing ones.

### **1. Analyzing propaganda effort and defining the elements to attack**

- Before you decide on your strategy must remember your goal set out at the beginning of the year. Who is your audience? Are you there to convince the propagandists that they are wrong? Are you after the uninformed student, apathetic Jewish students?
- Does every piece of propaganda need a response?
- How do you answer blatant lies and misinformation?
- Define elements and attack – with counter offensive – speakers, flyers, demo's, resolutions, and articles in campus newspapers. A sustained offensive campaign.

### **2. Creating pro-Israel literature that will combat anti-Israel sentiment**

- Israel has not been in such a good position vis-à-vis the world since maybe the Gulf War. Take advantage to inform and educate. This will not last long!!!!!!!!!!!!!!
- Your goal, target audience, what is your message, takes into account mood on campus
- Continue on your instant education informational campaign.
- WE are all Israeli's campaign!!

### **3. Exposing anti-Israel distortions in the campus media**

- Utilizing the media and dealing effectively with campus newspapers.
- Effective and creative ideas for putting forth your agenda and ideas toward defeating distortions.

### **4. De-funding hate organizations on campus:**

- How to put hate orgs on the defense and makes them focus on something else other then propaganda
- Student Government options
- Example of Gulf war.
- Take away their campus office etc...why is your tuition going to an organization that support the war against civilians, how can you as a student let this stand!! Petitions, letter to newspapers, flyers, demos at chancellor office or dean of students.

### **5. Creating coalitions and forging alliances with other student organizations to expose and counter the misinformation campaign against Israel**

- Working with others to leverage your powered and gain more supports to expose detractors
- Identify who might be your supporters in this endeavor – Democrats, Republicans, Fraternities, anyone who pays tuition
- Look to use their resources whether political, student power or financial

## 6. Organizing a successful demonstration

### The six main steps are:

1. Setting Purpose, Type and Time
2. Forming Partnerships-
3. March Logistics
4. Organizing Publicity - Posters, Leaflets, Banners, Class Announcements, Information Tables, and Guerrilla Theatre.
5. Effective messaging and information
6. Informing the Press

## 7. Answering and exposing anti-Israel professors on campus

- The most Anti-Israel professor has turned many people into detractors as well as others into supporters. This people are intellectually dishonest and there is nothing more dangerous.
- The most difficult challenge is to expose a professor especially those ones with a tenor or that have much respect
- Take their classes; challenge them every day. Find allies or take class with friends.
- Enlist support from campus and general community.

## 8. Working with your student government

- Not always possible but can be achieved by positing your membership to assume leadership or run for office. Once this is done then can implement change from within.
- Now you can partner with other groups that maybe are in minority or are attempting to take over Student Govt.
- Get involved with Student politics as leverage to put forth your agenda. Become a Political broker with powers.

## 9. Taking advantage of resources in your community and beyond

- Find organizations like Camera, Media Watch, Memri, Israel Foreign Ministry, ADL that can help in your struggle to expose anti Israel biases. They are usually ready to assist with some pretty potent ideas and information
- Take advantage of what your University might have to offer in terms of professors, professional and other educators who identify with your goals
- Community members –look at those who could be of value. Excellent speakers, marketing people, printers, graphics. People that can help to counter anti-Israel propaganda