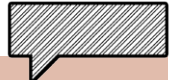


HONESTREPORTING 2013 Q1 REPORT



Highlights from January-March 2013

Sunday Times Blood Libel Cartoon: Following the publication of an offensive cartoon on Holocaust Memorial Day, HonestReporting was amongst the fastest to respond on the day of publication itself.

Indicative of HR's leading role in the initial response, Joe Hyams was quoted by the JTA, The Algemeiner, Washington Jewish Week, and The Jewish Chronicle.

As the story gained traction, HR published a sharable graphic that achieved 374 Shares, 242 Likes and a 30% viral rate on Facebook.

In addition, Managing Editor Simon Plosker had an opinion piece on the cartoon published in The Algemeiner.

Financial Times Tweet Exposed: FT journalist Borzou Daragahi tweeted a suggestion that Israel had bribed Bulgaria to accuse Hezbollah of carrying out a terrorist attack against Israeli tourists. Daragahi posted an apology only hours after HonestReporting called the original tweet "disgraceful."



"When it comes to defending Israel from media bias, one person alone may not make a difference, but thousands of us united can."

- Joe Hyams, CEO HonestReporting

HR's success was covered in The Jewish Chronicle, Jewish News One TV, and J-Wire.

Jerusalem Report – Watchdogs on the Media Battlefield: Along with a two-page photo spread of Simon Plosker in the HonestReporting office, HR's Managing Editor was quoted extensively in a major feature article in The Jerusalem Report looking at the work of media watchdogs. The article was also republished by The Jerusalem Post.

UN Removes False Photo Tweeter: The UN informed the media that False Photo Tweeter Khulood Badawi was no longer associated with the agency. This was the culmination of a process that started when HR broke the story that Badawi was an employee of the UN's OCHA office in Jerusalem when she had posted a false tweet.

HonestReporting was cited as a source by the Jewish Telegraphic Agency on the story.

AS A MEDIA PERSON AND FOR THE SAKE OF JOURNALISM/REPORTING THAT LIKE, MOST FIELDS, ARE AT HIGH STAKE, I APPRECIATE AND ADMIRE WHAT YOU ARE DOING.

NORMA FARES

HonestReporting
Defending Israel From Media Bias

MAKING AND BREAKING THE NEWS
Two Weeks in the Media War

JAN 27
HR publishes *Cementing Hate on Holocaust Memorial Day.*
HR CEO Joe Hyams quoted in *JTA*, *The Algemeiner*, *The Forward*, and more:
“On any day, this cartoon’s imagery is an assault on the real victims of genocide, demeans their suffering and insults their memory. The *Sunday Times* should be mindful that what started as cartoons in the 1930’s ultimately led to violence and unspeakable tragedy.”

JAN 28
HR publishes graphic on Scarfe cartoon.
Shared on Facebook: 374 shares, 242 Likes, 30% viral rate
“As a TV media person I believe in the power of the image that, in many cases, including your response is worth thousands and thousands of words.”
“I like this very much – fighting imagery with imagery.”
Holocaust Remembrance Day 2013
“What started as cartoons in the 1930’s ultimately led to violence and tragedy. This is a lesson that The *Sunday Times* has clearly not absorbed.”
HonestReporting

JAN 29
HR awarded 2012 “Hasby” for Best Media Monitor.
Influential blogger Elder of Zion named us the winner over five other nominees.

JAN 31
HR Managing Editor Simon Plosker publishes op-ed in *The Algemeiner* placing *Sunday Times* cartoon into context.
“Scarfe’s cartoon... shouldn’t need a linkage to the Holocaust to prompt our own organizations or decent people everywhere to take action.”

FEB 06
Honest Reporting stars in *Jerusalem Report* article about media watchdogs. Simon Plosker quoted throughout.

“Hasby Award”: Influential blogger Elder of Ziyon named [HR the winner](#) of its 2012 Hasby Award for Best Media Monitor.

Op-Eds Published: In addition to the previously mentioned media appearances above, Simon Plosker had an op-ed on a “Media Intifada” in *The Commentator* and a commentary on the exposure of Egyptian President Morsi’s anti-Semitism in *The Times of Israel*.

UK Speaking Tour: Simon Plosker addressed audiences at three communities in the UK, speaking to a total of around 250 people. In addition, Simon was a guest on Revelation TV’s hour-long Middle East Report.

By the Numbers: On Facebook, the image is king. HR produced two images that reached more than 20,000 people. The impact increased our weekly total reach on Facebook significantly, as you can see in the screen grab below (up 247%).



One of the biggest growth areas for HR in the first quarter of 2013 has been the number of readers using mobile devices. HR’s content is currently being accessed through mobile devices, including mobile phones and tablet computers by more than 20% of its readers.

Stats to our website continued to improve as well, particularly in the area of pageviews. Our total for 2012 was about 3 million, which doubled the number of pageviews from the previous year. As of March 13, 2013, we have achieved 820,000 pageviews, putting us on pace for a million by the end of March, and a pace of 4 million for the year.

HR exposes tweet by Financial Times reporter Borzou Daragahi suggesting Israel bribed Bulgaria to accuse Hezbollah of carrying out bombing against Israeli tourists.

HR quoted in Jewish Chronicle article about effort to get Hezbollah blacklisted in EU as terrorist organization.

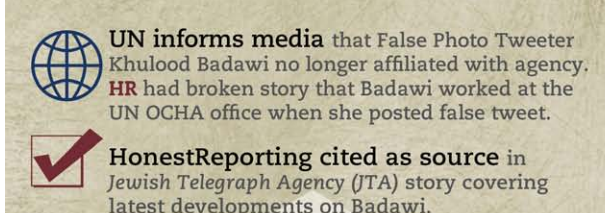
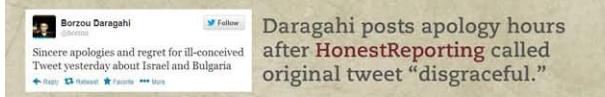
HR credited with breaking the story of Daragahi’s tweet by Jewish News 1 in an online video.

HR mentioned in J-Wire story about the Bulgarian bus bombing.

UN informs media that False Photo Tweeter Khulood Badawi no longer affiliated with agency. HR had broken story that Badawi worked at the UN OCHA office when she posted false tweet.

HonestReporting cited as source in Jewish Telegraph Agency (JTA) story covering latest developments on Badawi.

**And there’s more...
THANKS TO YOU!**



**And there’s more...
THANKS TO YOU!**

I WISH TO EXPRESS MY STRONG SUPPORT AND ADMIRATION FOR THE WORK OF HONESTREPORTING.

DAVID PLANE, SWITZERLAND
LETTER PUBLISHED APRIL 8, 2013 IN
THE JERUSALEM REPORT