

January

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2014 Q1 REPORT WHAT WE'VE BEEN UP TO



Welcome to HonestReporting's Q1 report. With the new year comes new initiatives and a continuation of the growth in all areas of the organization during 2013. We love getting your feedback and ideas – tell us how we're doing at action@honestreporting.com

MEDIA CORRECTIONS



Following the publication of an offensive cartoon (shown left), The Economist apologized:

“Editor’s note: The print edition of this story had a cartoon which inadvertently caused offence to some readers, so we have replaced it with a photograph.”

HonestReporting has not only exposed media bias against Israel but has also achieved a number of corrections over the past few months.

These have included three corrections from the Daily Telegraph:

1. Exposing a false quote attributed to Ariel Sharon.

“Thank you for alerting us to the correct author of the quote below. As you know, it has been widely attributed to Ariel Sharon, but now you brought it to our attention, we have removed the reference to the quote from the online copy.”

2. Correcting the false implication that Tel Aviv is Israel’s capital.
3. Correcting an inflated number of Palestinian refugees from 1948.

Following action from HonestReporting, other corrections included:

- The removal of a reference to the “Jewish lobby” in The Guardian.
- A misleading and damaging typo from a Reuters report in both the Sydney Morning Herald and the Globe and Mail.

As a result of The Economist’s correction, HonestReporting was cited in a number of media outlets including:

- Washington Free Beacon
- JSpace News
- The Times of Israel:

HonestReporting, an NGO that monitors anti-Israel content in the media, issued a statement criticizing The Economist’s editorial staff for not picking up on the fact that the cartoon promoted anti-Semitism.

“Jewish control over governments, the media and the international financial system is a classic feature of anti-Semitism and the cartoon is, wittingly or unwittingly, promoting this trope,” the statement read.

“This falls firmly under the working definitions of anti-Semitism from both the US State Department and the EU, which specifically include: ‘Making mendacious, dehumanizing, demonizing, or stereotypical allegations about Jews as such or the power of Jews as collective — such as, especially but not exclusively, the myth about a world Jewish conspiracy or of Jews controlling the media, economy, government or other societal institutions.’”

- Jewish Telegraphic Agency:

“We are pleased that The Economist has finally apologized and stated, for the record, that the magazine does not believe that Jews control Congress,” HonestReporting said.

FIGHTING BDS: SCARLETT JOHANSSON AND SODASTREAM

MediaCentral's organized visit for journalists to the SodaStream factory in the Mishor Adumim industrial zone was a great success, coming on the back of huge publicity surrounding actress Scarlett Johansson's backing of the Israeli company in the face of boycott threats.

It was also a great example of how MediaCentral and HonestReporting can collaborate effectively. HR Managing Editor Simon Plosker joined the journalists' tour and wrote about his experience in [The Times of Israel](#).

The story gained a remarkable 1,600 Shares and became one of the most popular posts on the TOI site. It was also included in the Conference of Presidents Daily Alert.

In addition, HR Social Media Editor Alex Margolin also contributed [an article on the SodaStream and BDS issue](#). At one point, HonestReporting's staff occupied the third and fourth most popular posts on the TOI site, further demonstrating the quality of the writing and extending HR's audience reach.

MOST READ		TALKED		SHARED	
PAST 24 HOURS		PAST WEEK		PAST MONTH	
1	Seeing SodaStream for myself	BY SIMON PLOSKER	5		
2	The turning point? Scarlett Johansson's stand against bullying goes viral	BY LIRAN KAPOANO	58		
3	The un-American Super Bowl	BY ALON MELTZER	25		

Simon also appeared on [Israel National Radio](#) to discuss his visit to the SodaStream factory.

OPS & BLOGS		THE MARKETPLACE OF IDEAS	
POPULAR	LATEST	FEATURED	
	The turning point? Scarlett Johansson's stand against bullying goes viral	I'm sitting here, staring at my computer screen in disbelief. I can't help but think... Something big is happening. Four nights ago, I.....	BY LIRAN KAPOANO 11 58
	Please stop	Recently, I was sitting in a Beit Midrash, as I often do, when I overheard two men talking about the issue.....	BY RACHEL ROSENTHAL 17 11
	SodaStream shows that BDS is the real obstacle to peace	When the Boycott, Divestment, and Sanctions (BDS) movement launched its latest campaign against SodaStream, it never could have imagined the level.....	BY ALEX MARGOLIN 11 11
	Seeing SodaStream for myself	I'd given up all carbonated drinks over a decade ago (sorry Coke and Pepsi... and SodaStream) so I have no brand.....	BY SIMON PLOSKER 21 5



HR Managing Editor Simon Plosker (left) and SodaStream CEO Daniel Birnbaum (right) at the factory.

people shared the bar code image with their social networks on Facebook





In reality, the image had reached far more than 160,000 people. It was shared widely beyond those who shared it directly from our Facebook page and has become an icon among those who are fighting the BDS movement.

One example of the image's ubiquity is its adoption as the symbol for another pro-Israel Facebook page (see image below), which has more than 36,000 members.

Other images that reached large numbers of people include one expressing support for artists who perform in Israel, in defiance of the cultural boycott (23,000 views); a statement about BDS by Malcolm Hoenlein of the Conference

of Presidents of Major Jewish Organizations (21,000 views), and a comment from Israeli musician David Broza about the futility of the cultural boycott by popular British musician Roger Waters (25,000 views). These and other graphics combined reached about 250,000 people through Facebook.

In addition to graphics, the Fighting BDS project includes a daily update on trends in the BDS movement and highlights successful efforts to fight them. Each update typically receives hundreds of "recommends" on Facebook, which serve as a personal endorsement. One of the updates, which was about countering BDS bullying received a remarkable 1,800 recommends.

Above: The current cover image, logo, and number of members on HR's Fighting BDS Facebook community page. The banner graphic, supporting artists that perform in Israel, has garnered 23,000 views.

All of the Facebook activity has paid off in referrals to HR's own website. Facebook referred an astounding 56,000 people in the first three months of 2014, compared to 21,000 for the same period in 2013. The figure includes 24,000 on Facebook's mobile site, meaning that nearly half of all HR content referred from Facebook was consumed by mobile phone or tablet, not a computer. During the first quarter of 2013, the number was only 5,000.



BACKING THE AUSTRALIAN JEWISH COMMUNITY AGAINST *FOUR CORNERS*

In advance of an Australian Broadcasting Corporation program on the subject of Israel's treatment of Palestinian children in the West Bank, HonestReporting released a communiqué, which was republished by the *J-Wire* news site and picked up by the Zionist Federation of Australia, the New South Wales Jewish Board of Deputies and the Issues of Concern for Justice and Society organization.

HR's communiqué assisted in the Australian Jewish community's response to the program.

J-Wire
Jewish Online News from Australia and New Zealand

front page melbourne national sydney the arts regional nz

COMMUNITY NOTICE BOARD EMPLOYMENT HAVE YOU HEARD...? PHOTO GALLERIES READERS' LETTERS

CURRENT NEWS

Ahead of Four Corners
Monday, February 10, 2014 at 5:20 am
Tonight, ABC-TV's Four Corners will broadcast a program highlighting the exposure of Palestinian children living in the West Bank to Israeli military law whilst their offending Israeli counterparts are dealt with under Israeli civil law. Honest Reporting has something to say on The Australian's reports on the issue...the Australian paper's John Lyons collaborated with the ABC. [Read more](#)

FEATURES AND ARTICLES

No worries mate!...declares Michael Kuttner
A short two week visit to Melbourne to attend a family Simcha provided me with the opportunity to meet locals, observe life in part of the "lucky country" and make some observations. [Read more](#)

Act like a ghetto Jew and you'll be treated as a ghetto Jew... Writes Gil Solomon
I could not have been more disgusted when hearing about a recent prayer rally organised by thousands

OPS & BLOGS | THE MARKETPLACE OF IDEAS

POPULAR | LATEST | FEATURED

Irish journalist abuses Holocaust to attack Israel
The Irish Times is currently one of the most viciously anti-Israel media outlets and has been the subject of numerous recent...
BY SIMON PLOSKER | [👁](#) | [👍 31](#) | [🔗](#)

The American in "Hevron"
We're sipping the same black coffee in matching chiseled glasses -- the kind of coffee that tastes like...
BY SARAH TUTTLE-SINGER | [👁](#) | [👍 45](#) | [🔗](#)

How to help Adele Biton
This month marks a year since Yavir resident Adva Biton was traveling home from Ariel on...
BY JOSH HASTEN | [👁](#) | [👍 1](#) | [🔗](#)

Top 10 AIPAC Policy Conference sessions
This week in Washington, DC, over 14,000 supporters of Israel from all 50 states have gathered at AIPAC's policy...
BY BENJ LOVITT | [👁](#) | [👍 5](#) | [🔗](#)

TAKING ON AN IRISH ANTI-SEMITITE

When the Irish Times Environmental Editor Frank McDonald launched a vicious attack on Israel in The Times of Israel of all places, HR Managing Editor Simon Plosker deconstructed McDonald's polemic, exposing how he had crossed the line from legitimate criticism to demonization of Israel through the abuse of the Holocaust.

[Simon's post](#) was featured on the TOI's main section and appeared in its daily email newsletter as well as achieving nearly 800 Facebook Shares

and becoming the most popular post on the site during that time.

But it wasn't just McDonald causing trouble at the Irish Times. At the forefront of the demonization is columnist Eamonn McCann. When McCann, backed up by his newspaper's editorial, accused Israel's supporters of using the anti-Semitism charge to shut down free speech and criticism of Israel, HonestReporting's response was [cross-posted on the influential center-left Harry's Place blog](#).

OTHER MEDIA APPEARANCES

HonestReporting achieved the following media citations and coverage in addition to those previously mentioned:

- An [op-ed in *The Algemeiner* by Alex Margolin](#) on the hypocrisy of the BDS movement.
- An [article on Australia's *J-Wire* site](#) highlighting the Friends of Israel (Western Australia) activist group, the winners of one of HonestReporting's Watchdog of the Week awards.



TVEYES

While HonestReporting monitors a huge range of media online, monitoring television news has presented a formidable challenge.

Recent Gallup surveys show that most Americans (55%) get their news from TV, followed by online (21%) and newspapers (9%).

Though Honestreporting had identified the urgent need

to monitor TV for years, the technology and personnel costs involved were exorbitant.

With technological advancement, this has now changed. We have subscribed to TVEyes – an online platform for monitoring TV. It makes TV and radio broadcasts searchable by keyword, phrase or topic – just as you would use a search engine for text. It is a subscription-based product used by PR professionals, Fortune 500 companies, political campaigns,

government agencies, and anyone who needs to know what is being broadcast on TV and radio in real-time.

This facility has already proven its effectiveness following a tip-off from a reader who had seen a biased report on CNN. Using TVEyes, we were able to [locate the exact report and critique it](#).

We fully expect to find more HR content through TVEyes in the coming months.



INTERNS

HonestReporting continues to host enthusiastic interns brought to us from a variety of student programs in Israel. Our latest intern is Jessica Dorsky (photo, right) from New York, a participant on the Aardvark year program.



ADDITIONAL STAFF

As we take on more projects and increase the quantity and quality of our output, so there has been an increasing need for technical and graphics support. To this end, we are pleased to welcome our newest member of staff, Liora Raffi, who will be providing this support on a part-time basis to our technical and graphics staff.

JOE HYAMS AT AIPAC



Joe joined CAMERA's CEO, Andrea Levin, and The Israel Project's CEO, Josh Block on a panel discussing "Middle East Media: Covering a Region in Turmoil," on the second day of the AIPAC Policy Conference.

While Prime Minister Benjamin Netanyahu declared to the AIPAC audience that the BDS movement would fail, Joe took up the challenge of showing the audience how.

"Unlike traditional forms of media bias from the mainstream press, which stand to lose credibility when they are shown to be violating principles of journalism, BDS thrives on media exposure," Joe said.

"The only way to address it is to subvert its message. SodaStream is the most successful high profile example of this to date," he continued. "They managed to appear more humanitarian than

Oxfam, and created an alternative to the dogma that Israel's presence in the West Bank is entirely bad for the Palestinians."

Judging by the audience response, which included live tweets throughout the talk, Joe's message clearly hit its target. Joe also talked about the elements of fair media coverage and what Israel's advocates can reasonably expect from the media.

But the annual AIPAC Conference is more than just three days of speeches and panels on the biggest issues facing Israel. It's also an opportunity to exchange ideas with the brightest stars in the world of Israel advocacy and create opportunities for collaboration that will benefit the Jewish world in numerous unexpected ways.



Joe met with a wide range of policy makers and opinion leaders throughout the conference, including current ministers in the Israeli government, leaders of local communities across the U.S., authors, journalists and activists.



Joe Hyams with Israeli Intelligence Minister Yuval Steinitz (left).

As an invited speaker and not just a delegate attending the conference, Joe was in high demand, even when he attended sessions by other speakers. During a working dinner, Joe was addressed from the podium, with the speaker informing the audience that Joe was "a temporary Bostonian" and recommending him as a keynote speaker for upcoming events.

Joe's appearance at AIPAC was an important gateway to bringing HonestReporting's message to a wider audience. And it comes just as the wider Jewish world has come to see the depth of the media threat HonestReporting has been fighting for the past 13 years.

HR HOSTS HORNSTEIN PROGRAM



When Joe Hyams learned that his Hornstein group of students from his Brandeis program would be spending 10 days in Israel, he jumped at the chance to host a session at the HonestReporting International Headquarters in Jerusalem. The opportunity, he said, underscored how his time in Boston benefits both HonestReporting and the larger Jewish world.

“The opportunity to host graduate students from Boston is exciting in its own right,” Joe said. “As a non-U.S. citizen living among the American Jewish Community, I get to look at Israel from the outside in and to bridge the gaps between Israel and U.S.-based leadership. I’m proud to be a part of that emerging and important trend.”

The session at HonestReporting featured McGill University Professor Gil Troy and was attended by the 22 students of the program. Prof. Troy spoke about the need

to “go beyond the simplistic polarizations of Israel as good or bad, or Israeli Jews as religious or secular,” in order to see the complexity and richness of Israel. “The delegitimization of Israel has everyone, from right to left, looking at Israel in these simplistic and often extreme boxes,” he said.

Prof. Troy’s latest book, *Moynihan’s Moment: America’s Fight Against Zionism is Racism* details the 1975 battle in the UN over the resolution that declared Zionism as a form of racism, which many consider the start of the international campaign to delegitimize Israel that is still underway. The book is the perfect starting point for anyone seeking to understand how the anti-Zionist idea, or the movement to delegitimize Israel, grew and spread.

The program also included presentations from MediaCentral director Aryeh Green and Smadar Bakovic, a MediaCentral staffer.



Joe Hyams with
Gil Troy (right).

SPEAKING ENGAGEMENTS

Simon Plosker spoke to a group from the Onward Israel program of Australian and South African students as well as running an informational stall at the WUJS Congress fair.



Simon was also on an Israel advocacy panel as part of a two-day "Next Israel" seminar organized by the IDC Herzliya's student union in response to anti-Israel activities on campuses worldwide.



Simon Plosker at the IDC Herzliya with Lena Bakman of NGO Monitor (center) and Michael Dickson of StandWithUs (right).

Simon addressed students on media bias and how they could take action before a panel discussion that included representatives from StandWithUs and NGO Monitor.

Joe Hyams has effectively utilized his presence in Boston, which has led to a number of speaking engagements.

Joe addressed the power of social media to shape public opinion and the threat posed by the burgeoning Boycott, Divestment, and Sanctions (BDS) movement in discussion with a mixed group of Brandeis undergraduate and graduate students.

"The BDS campaign is the biggest and most pressing media challenge today," Joe told the group, adding that the BDS is using the media

to turn people against Israel. "Unlike traditional forms of media bias from the mainstream press, which stands to lose credibility when it is shown to be violating principles of journalism, BDS thrives on media exposure."

He also urged students to work together with those fighting BDS on campuses and in the media. "We can only meet that challenge when each and every one of us echoes and amplifies the work being done to expose those seeking to harm Israel through disinformation and demonization," he said.



Joe Hyams addresses Brandeis students.

Joe also addressed Congregation Shaarei Tefilah in Newton, MA.

Comments from our readers about Israel Daily News Stream:

"Today's issue was very informative and the overall layout of your website is excellent! Please keep it up."

— Monty Lasovsky

"Keep sending these invaluable reports; my eyes having been opened to more dubious things in the world today, that I never believed could have happened, and particularly after the lessons of WWII. Shalom!"

— Gerry George

U.S.A. EXECUTIVE DIRECTOR

HR's USA Executive Director Gary Kenzer continues to travel the length and breadth of the country on behalf of the organization.

Gary spoke at the Limmud program in Houston, Texas, where he presented three sessions to a total of 145 attendees. Two weeks later he was the invited speaker at the Winnipeg Canada Limmud where he gave a Dvar Torah at the local Conservative congregation on Shabbat morning and carried this dialogue over to a post-Kiddush luncheon. 150 people in total were at these Shabbat events. On the Sunday, he presented two sessions at their Limmud event which attracted 150 attendees to a packed room.



U.S.A. Executive Director Gary Kenzer addressing the Jewish Federation of Greater Binghamton.

A lecture on the basics of Media Bias was presented to a group of retired seniors at the Rogers Park Park Plaza home on January 9th, which was attended by 25 senior residents.

Gary has begun a series of events for the Jewish Student Union of the NCSY. The first were three similar talks to approximately 175 students at a public high school in Evanston, Illinois. Four more events have been scheduled at other public high schools for April and May.

Gary was the guest lecturer and Super Sunday presenter for the weekend of the Jewish Federation of Greater Binghamton, NY on the weekend of January 10 to 12.

He spoke to the high school group at Am Yisrael Synagogue in Northfield, Illinois on March 9th to 25 young people where the topic was Social Media Advocacy.

A new relationship has been built with the Hebrew Nation Radio talk show. The first program on its network was the entire two hours of their air time on February 13th with a follow up show on March 20th. Regular update briefings with Gary have been scheduled for at least every few weeks. The program can be listened to globally through this link: www.HebrewNationOnline.com.

If you have a Limmud event or other community event you wish to schedule an Honest Reporting series of events for, contact Gary Kenzer – gkenzer@honestreporting.com.





Charity Navigator Rates HonestReporting as "Exceptional"

HonestReporting is proud to have achieved Charity Navigator's coveted 4-star rating for sound fiscal management and commitment to accountability and transparency.

Charity Navigator is America's premier charity evaluator, highlighting the work of efficient, ethical, and open charities with the goal of providing donors with essential information needed to give them confidence in the charitable choices they make.

In a letter to HR, Charity Navigator's President and CEO writes:

"Receiving four out of a possible four stars indicates that your organization adheres to good governance and other best

practices that minimize the chance of unethical activities and consistently executes its mission in a fiscally responsible way. Approximately a quarter of the charities we evaluate have received our highest rating, indicating that **HonestReporting.com outperforms most other charities in America.**

This 'exceptional' designation from Charity Navigator differentiates HonestReporting.com from its peers and demonstrates to the public it is worthy of their trust."

We make every dollar you give count towards our vital work in defending Israel from media bias. With this latest endorsement, you can be sure that your donation will be well spent.



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HonestReporting
P.O. Box 7905
Jerusalem 9107802
Israel

HR U.S. Office
10024 Skokie Blvd.
Suite 202
Skokie, IL 60077-9945 U.S.A.

MediaCentral
8 Harav Kook Street
Jerusalem 94226
Israel

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