

### THE ISRAEL INITIATIVE

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#### America's strongest ally, and the only democracy in the Middle East, is under attack.

Anti-Semitism is an age-old hate, but it is escalating at an alarming rate. In America it is now fashionable to hate Israel. Anti-Israel sentiment is the new normal in classrooms, in the media, and in Hollywood where outright lies and verbal attacks are numerous and frequent.

Attacks against Israel are sometimes violent, but the truly insidious assaults are those that pretend to be virtuous and peaceful. A culture war is being waged - a war of ideas - where millions of people are being taught that Israel is a racist, vicious, and violent oppressor of a poor, innocent minority.

Anti-Israel propaganda is especially rampant online because more and more people are receiving their information - or misinformation - via the internet. Leftists freely portray Israel as an oppressive, brutal state, while in reality Israel is a beacon of light, might, democracy, and innovation nestled in a dark and dangerous part of the world.

**Pro-Palestinian activists** hold rallies in Chicage

# ISRAEL **IS THE** TEDDADIC



Activist Linda Sarsour





# ON CAMPUS

Young Americans are especially vulnerable to this politics that uses a person's membership in an alleged propaganda. Once in the university system, students are victim group as the basis for building alliances with exposed to groups like Students for Justice in Palestine other victim groups. or the Boycott-Divest-Sanctions (BDS) campaign groups that wish to economically strangle Israel and wipe her This is why at a rally protesting the treatment of off the map. Palestinians by Israel, you might see a contingent of LGTBQ activists chanting "From the river to the sea, Additionally, intersectionality is playing a growing role Palestine will be free!" That's intersectionality at work.

in this culture war. Intersectionality is a form of identity

### **IN POLITICS & PROTESTS**

Scenes of this kind are all too familiar to anyone who Similarly, popular politicians such as Rep. Rashida Tlaib has recently stepped foot on a campus, but it doesn't of Michigan (D), and Rep. Ilhan Omar of Minnesota (D), end there. Anti-Israel hatred has found footing in both support boycotts of Israel. Even popular Jewish politicians can no longer be trusted. Sen. Bernie Sanders many of today's activist movements. The Founder and Co-President of the Women's March, Tamika Mallory, of Vermont (D) denounced an anti-BDS bill as 'absurd,' is a follower of Louis Farrakhan (the dangerous Antiand would not support measures to prohibit federal Semitic leader of the Nation of Islam), and Linda contracts being given to businesses that boycott Israel. Sarsour, a Co-Founder and Board Member of the Women's March, is a vocal supporter of the BDS campaign. As of July 2019, the Women's March has nearly 2,000,000 combined followers on social media.

# **ANTI-ISRAEL** MESSAGING

As of July 2019, the Women's March has nearly 2,000,000 combined followers on social media.

### AJ+ is a leftist social media organization funded by Al Jazeera 0 ► '

As of July 2019, AJ+ has over 13,000,000 combined followers on social media.



Captures from AJ+ anti-Israel video: "Congress Wants To Make It Illegal To Boycott Israel"

## THE LIES YOUNG PEOPLE ARE LEARNING ABOUT ISRAEL

"More than a half-century of occupation of Palestinian territories is a massive injustice that fair-minded people can no long ignore especially given America's financial support for Israel!"

"Endless occupation makes Israel's vaunted democracy less about Jewish self-determination than it is about ethnic subjugation!"

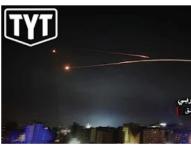
### These would be damning accusations if they were true or even half-true, but they're not true at all!

### THE WAR **OF IDEAS ONLINE**

In a frightening shift, the far-left's hostile attitudes are becoming mainstream, opening the door to a new wave of Anti-Jewish bigotry. Anti-Zionism, an ideology that rejects both Israeli policy as well as a Jewish state, is becoming a respectable position among people who would never support the elimination of any other sovereign country under any circumstance.

Social networks like Facebook, Twitter, and Instagram allow popular media outlets like AJ+ (funded by Qatari Al-Jazeera network) to publish weekly "documentaries" that portray Israel as an illegal occupier of the Palestinians' native land. As of July 2019, AJ+ has over 13,000,000 combined followers on social media.





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"Continued settlement expansion in the West Bank proves Israel has no interest in making peace on equitable terms!"

#### Fighting Israel's Far-Right Militarism

The Young Turks 🖉 42K views • 4 months ago

Cenk Uygur speaks with Uri Zaki, Founder of "Front," about Israel's right-wing turn.

#### Israel Bombs Iranian Forces In Attempt To Start War

The Young Turks 🖉 142K views • 1 year ago

This is a very dangerous situation. Cenk Uygur and Ana Kasparian, hosts of The Young Turks, discuss.

#### Captures from 'The Young Turks' Youtube videos

### THE FACTS YOUNG PEOPLE NEED TO LEARN ABOUT ISRAEL

 Israel's enemies have been committed to its destruction long before Israel occupied a single inch of Gaza or the West Bank.

• The Israeli government offered Palestinians their own state in 2000 and again in 2008; both times they were refused.

• Nearly 1,300 Israeli civilians have been killed in Palestinian terrorist attacks since 2000.

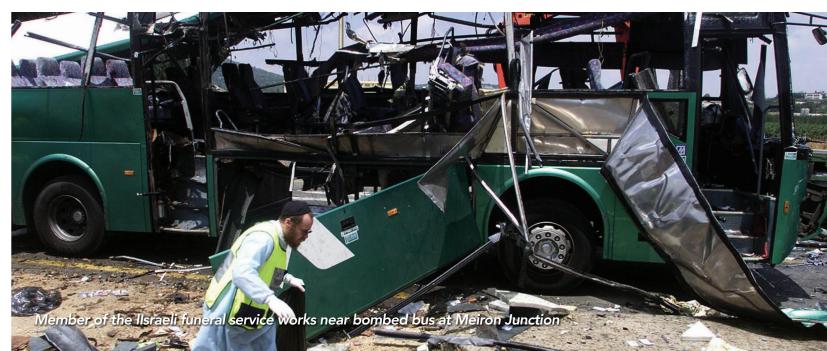
• Anti-Zionism proposes nothing less than the elimination of the Israeli identity and the political dispossession of those who

- Israel has also voluntarily relinquished more territory taken in war (in proportion to its size) than any other nation in the world.
- In 2005 Prime Minister Ariel Sharon removed every Israeli settlement and all soldiers from the Gaza Strip which allowed Hamas to slowly seize power and spark three wars.

 Israel is home to nearly nine million citizens who proudly share a national identity as Israelis. 

 View from Jerusalem's Christian Quarter





cherish it.



### WHAT CAN BE DONE **TO REVERSE THE DAMAGE?**

It is imperative that supporters of Israel act now to stop the insidious and hateful rhetoric that is spreading throughout the United States and the world. Our success depends on swift action, and PragerU is ready to step up.

Thanks to our massive online reach, PragerU has the ability to teach the truth to millions of young people via the internet. We have a strategic plan to expose the Anti-Israel, Anti-Semitic messaging that is poisoning our culture, and to reshape the online conversation about Israel.

### **OUR STRATEGIC PLAN INCLUDES:**



A variety of immediate response videos linked to current events, including Will Witt's popular Man on the Street interviews.



Interviews with relevant speakers on The Candace Owens Show.



Fireside**Chat** 

Dennis Prager's Fireside Chats that highlight Israel as a beacon of light in the Middle East.



Large scale re-promotion of our top 10 pro-Israel videos to reach new audiences: many of our existing pro-Israel videos have been viewed by millions of people, but many more millions have yet to see them.

**Prager**FORCE

Mass distribution of pro-Israel content shared by our affiliates and PragerFORCE members (over 5,000 social media influencers).



Mobile app and website playlists of pro-Israel videos, arming our audience with the intellectual ammunition required to defend and stand up for Israel on campus or at home.



Organic distribution of our pro-Israel content on various media platforms by our affiliates, PragerFORCE members, and partners in the conservative movement



Producing three new pro-Israel videos each year on topics that we have identified as persuasive.



## PRAGERU VIDEOS ON ISRAEL



THE MIDDLE EAST PROBLEM Presented by Dennis Prager



IRAN AND THE BOMB Presented by Bret Stephens



BDS: THE ATTEMPT TO STRANGLE ISRAEL Presented by Alan Dershowitz



A BLACK SOUTH-AFRICAN ON ISRAEL AND APARTHEID Presented by Kenneth Meshoe



IS THE UN FAIR TO ISRAEL? Presented by Anne Bayefsky



**ISRAEL'S LEGAL FOUNDING** Presented by Alan Dershowitz



THE DANGERS OF AJ+ Presented by Raheem Kassam



ISRAEL: THE WORLD'S MOST MORAL ARMY Presented by Col. Richard Kemp



THE IRAN NUCLEAR DEAL Presented by Dennis Prager



**DO YOU PASS THE ISRAEL TEST?** Presented by George Gilder



WHY ARE THERE STILL PALESTINIAN REFUGEES? Presented by Dumisami Washington



**BORN TO HATE JEWS** Presented by Kasim Hafeez



WHY ISN'T THERE A PALESTINIAN STATE? Presented by David Brog



#### DOES ISRAEL DISCRIMINATE AGAINST ARABS? Presented by Olga Meshoe



AN ARAB MUSLIM IN THE ISRAELI ARMY Presented by Mohammed Kabiya



#### WHY DOES AMERICA SPEND SO MUCH ON ISRAEL? Presented by Chuck Wald



WHY DON'T YOU SUPPORT ISRAEL? Presented by Stephen Harper



#### ARE ISRAELI SETTLEMENTS THE BARRIER TO PEACE? Presented by Alan Dershowitz

## **LET'S GET STARTED TODAY**

The State of Israel has existed for more than 70 years and it is one of the freest, most prosperous, most successful nations on earth, but Anti-Israel sentiment is growing. It is not only a threat to Pro-Israel Americans, but also to truth and Western values.

Thankfully, God has blessed PragerU with the tools and

the opportunity to face this threat head on.

With a budget of \$1,000,000, PragerU will be fully equipped to execute the largest Pro-Israel marketing campaign the internet has ever seen. A campaign that is long overdue.

#### The stakes are getting higher every day... Will you join us in this critical fight?

1	CONTENT TYPE / CATEGORY	BUDGET	VIDEOS
5	Man On The Street	\$30,000	2
	Candace Owens Show	\$100,000	2
	Fireside Chat	\$100,000	2
	New 5 minute videos	\$225,000	3
	Promotion of existing 5 minute videos	\$500,000	10
	Pulse content, memes & posters	\$20,000	10
	PragerFORCE distribution	\$10,000	4
	General technology & project management	\$15,000	0
	TOTAL	\$1,000,000	33



Shadow Realm

circumstances.

I have huge respect for Israel for

#### 🔍 Revival Michael

Honestly, I'm a liberal and I completely agree with this. Israel is the most tolerant country in the world.



### **TESTIMONIALS**

always striving for peace, even in such



**Chief Hamhawk** 

This is one of the only issues on which I agree with Prager.



PolkoPalm

This was such a good freakin' video! I had no idea any of this was going on.



● Prager∪

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