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ISRAEL NEWS

A collection of the week's news from Israel

From the Bet El Twinning / Israel Action Committee of Beth Avraham Yoseph of Toronto Congregation

Commentary…

The Infernal Choice Behind the Hostage Deal By Melanie Phillips

As if Israelis weren't traumatized enough by the depraved Hamas pogrom on Oct. 7, the hostage deal concluded this week cruelly deepened their agony.

On Wednesday morning, the terms of the deal between Israel and Hamas were announced. Of the hostages, 30 children, eight of their mothers and 12 other women were to be released in exchange for a four-day "pause" in Israel's ground and air military operations, more aid deliveries to Gaza and the release of 150 Palestinian prisoners in Israeli jails. In addition, for every further 10 hostages released by Hamas, Israel would continue the ceasefire for another day.

Late on Thursday, Qatar said the deal would go into effect at 7 a.m. on Friday. Various reports said that at the last minute, Hamas had imposed further conditions on the handover or ramped up its demands that Israel further curtail its military activities.

Who can be surprised by any of that? For Israel is no longer in control of events. At a stroke, it has yielded control of the war to Gaza's Hamas leader, Yahya Sinwar.

The pressure from the hostages' families for a deal has been enormous. No one in Israel can fail to share their anguish.

It is a sacred duty to redeem the hostages. But what if a deal prevents Israel from carrying out its no-less sacred duty to ensure that Hamas can never again subject Israelis to such a genocidal onslaught or worse?

And the terms of the deal are atrocious. At the very moment the IDF is poised to push into the south of Gaza, it has undertaken to stop all aerial surveillance there for four days and for six hours each day in the north.

As the former US National Security Advisor John Bolton declared: "It's utterly inexplicable and indefensible to have agreed to a cause in aerial surveillance over Gaza for significant periods of time because Hamas will take advantage of that to reposition or extricate some of its leaders, move the hostages around and otherwise prepare for the next stage of combat."

Israel's Prime Minister Benjamin Netanyahu told the country that, according to the security agencies, the deal wouldn't harm the war effort and that "the intelligence effort will be maintained in those days."

From Israel's prime minister down through the security agencies and IDF top brass, these are the people whose complacency, arrogance and fatally flawed analysis enabled the Oct. 7 pogrom to happen. How can anyone ever again believe anything they say?

Indeed, they have already gone back on their word. After Oct. 7, they vowed that they would never repeat their past policy of releasing terrorist prisoners for hostages. Yet they agreed in the deal to release 150 prisoners guilty of terrorist violence—at a ratio of three terrorists for every one hostage.

Some in Israel have said the idea of leaving the hostages in place should be unthinkable and that a deal to release them should have been concluded straight away.

Their emotion is entirely understandable. But they are ducking the fact that the hostages are Sinwar's ultimate weapon.

Hamas is an enemy of mankind that the world has never seen before. Its principal weapon of war is the general population—of Gaza, Israel and the West.

It turns Gaza's civilians into cannon fodder in order to deploy its legions of useful idiots in the West, who respond to Hamas's manipulated casualty figures and images of Palestinian suffering by putting pressure on their governments to stop supporting Israel. And it uses its hostages to torture Israelis into pressurizing their own government to strike a disastrous deal.

The hostages are thus crucial to the survival of Hamas. As Col. (res.) Shai Shabtai wrote for Bar-Ilan University's BESA Center: "Its continued hold on the hostages has one object: to use endless negotiation in order to undermine the dismantling of its political and military power."

It follows that there is zero prospect of Sinwar voluntarily releasing the hostages. He may release a few to mess with Israeli minds even further. But holding the hostages is the way he wins the war.

The only realistic prospect of getting most of them back, therefore, is if the IDF destroys Hamas as fast as possible.

Instead, the deal makes an eventual victory for Hamas more likely. Having agreed to this ceasefire, Israel will find itself under increasing pressure from America and the West for additional and longer ceasefires "to get more of the hostages out."

That's the way Hamas will survive to carry out its threat to repeat the Oct. 7 massacres "again and again."

Israel is in this terrible situation principally because of America.

The fingerprints of the Iranian regime were all over the Oct. 7 pogrom. Iran is also behind the attacks on Israel currently being mounted from Syria and Lebanon.

Yet it was the Obama and Biden administrations whose appeasement of Iran empowered it to fund, arm, train and direct proxy armies, including Hamas, Hezbollah and Syrian militias bent upon Israel's destruction.

It is the Biden administration that, five weeks after the Hamas pogrom, funneled a further $10 billion in sanctions relief into Tehran's coffers.

It is the Biden administration that forced Israel to make the deal with the hostages. It is the Biden administration that is now pressuring Israel not to continue its war in the south of Gaza where it intends to finish off Hamas.

America is giving to Israel with one hand and twisting the knife into it with the other. Certainly, it's providing Israel with a steady resupply of weapons without which the Jewish state would be powerless.

But this is the minimum America must do to prevent Israel being destroyed on its watch, which the American people would never tolerate.

Yes, the Biden administration dispatched two aircraft carrier groups and a submarine to the region "to deter Iran." But it has not used this force to stop the Hezbollah rockets being fired into northern Israel from Lebanon. Nor has it responded adequately to the dozens of Iranian attacks on its own forces in Iraq—although, given the inevitable escalation in such attacks, America may be further drawn into this conflict despite itself.

Instead, America has been leveraging its military support for Israel to force it to run the war in accordance with the Biden administration's aims: to continue to appease Iran and to create a state of Palestine. Both those aims pose a mortal threat to Israel's security and existence.

If most of the hostages are returned through this deal and Hamas is beaten, then those who took this fateful decision will be vindicated.

If, however, it enables Hamas to rise again from the ashes of Gaza, the hundreds of Israelis who have lost their lives in the attempt to stop it forever will have made the ultimate sacrifice for nothing; more Israeli innocents will die; and Iran will steadily unleash further death and violence against the West.

Israel's terrible dilemma over the hostages is reminiscent of the unspeakable choices forced upon the Jewish councils who administered the ghettos of Europe during the Holocaust, and whom the Nazis forced to provide lists of people to deport to the death camps or risk the murder of everyone in the ghetto.

This infernal choice has been forced upon Israel by a ring of pressure formed by Yahya Sinwar, the Iranian regime and—sickeningly—the Biden administration.

If America's stricken Jewish community wants to know how best to help Israel at this terrible time, it should be alerting its fellow Americans to what the Biden administration is doing to Israel in their name. (JNS Nov 23)

What is a 'Proportionate Response'? By Dr. Eric R. Mandel

In the Western mind, proportionality in war is simply a numbers game. The side that inflicts more casualties is acting disproportionately, is in the wrong and may even be committing crimes against humanity. This has no basis in international law, but it is useful as a rhetorical weapon.

Israel's enemies make prodigious use of this numbers game, which is no surprise. After all, when Israel is fighting a terrorist entity that uses civilians as human shields in order to increase body counts, which are then used to manipulate journalists and international leaders, it is fighting an uphill public relations battle.

The "proportionality" argument also involves clear double standards. For example, during the U.S. campaign against ISIS in places like Mosul, where the terror group hid among one million civilians, it took nine months and 11,000 dead civilians to defeat ISIS. Yet there were few accusations of disproportionality in the media or from the international community. They knew ISIS had to be defeated and that civilians would die in the process.

Moreover, if this is all about numbers, then the implication is that Israel should indiscriminately kill 1,400 innocent Palestinian civilians and take an additional 240 hostage. It is unlikely that this is what those who preach about "proportionality" are advocating.

According to Alan Johnson in Fathom journal, the "goal pursued by military action must be proportionate to the ongoing threat faced. Israel's goal to remove Hamas is proportionate because Hamas now poses an existential threat to Israel."

He is correct because proportionality has nothing to do with the injury you receive but the goals you hope to accomplish.

So, what is "proportionate" in Israel's war against Hamas?

According to an accurate, non-politicized reading of international law:

- When terrorists use human shields and place their entire military infrastructure in civilian structures—a war crime in and of itself—those buildings lose their immunity to attack. The deaths of civilians are legally the fault of the terrorists who use them as human shields, so long as reasonable care is taken to minimize civilian casualties.
- According to just war theory, you cannot target non-combatants if there is no legitimate military target. However, it is legal to attack a target if it advances your military goal, even if civilians are present.
- According to the U.S. Department of Defense, a military must provide water and food to a civilian population, not fuel or electricity.

My analysis is not based solely on legal theories. I have covered previous Gaza wars, interviewed Israeli military ethicists and witnessed the scene in Sderot in the aftermath of the Oct. 7 massacre.

As a result, I know that this is not the first time Hamas has used hospitals as military bases. In 2014, I was with an elite Israeli unit that was fired upon by Hamas terrorists from an UNRWA hospital. They could not fire back because it was marked with a large "H" on the map, and they knew that returning fire could be considered a war crime.

So, they called a military lawyer on the phone. He told them to risk soldiers and get an audio feed from inside the hospital, wait for a drone to film the encounter, and finally, contact the Defense Minister to give the final OK. The IDF found terrorists in the hospital and tunnels beneath but lost three soldiers' lives because it followed international law.

When former President Barack Obama or U.N. Secretary-General António Guterres tell Israelis not to let their rage overcome their responsibility to avoid civilian casualties, it is nothing but hypocrisy. Obama had no compunction about targeting ISIS terrorists embedded within civilian populations in Syria and Iraq. Guterres leads an organization that enables terror groups like Hamas by condemning Israel more than all other nations combined.

During the 2012 Gaza war, I watched as Israel responded to indiscriminate Hamas attacks against Israeli civilian communities. I saw from a radar command center on the Gaza border how hard Israel tried to avoid the Palestinian civilians being used as human shields at rocket launch sites. I remember leaving the command center and hoping my nation's army was as ethical as what I witnessed.

The death of any innocent civilian is a cause for sadness. But moral equivalence between the planned, willful massacre, rape and abduction of Israeli civilians and the deaths and injuries of Palestinian civilians purposely placed in harm's way in order to manipulate the international media is a perversion of just war theory and international law. If Israel cannot attack a Hamas military target because it has civilians nearby, Israel cannot shoot one bullet in its own defense. That is not proportionality, it is a demand for national suicide. Nothing could be less ethical.

Far more German than American or British civilians died during World War II. The RAF estimated that more than half of Cologne, Dresden, Düsseldorf, Frankfurt, Hamburg and Nuremberg, to name just a few German cities, were destroyed by Allied bombing. We call the American generation that defeated the Nazis the Greatest Generation because, despite that destruction, the Nazis had to be defeated.

Hamas, Hezbollah, Palestinian Islamic Jihad and their patron Iran are the 21st century Nazis. As the Hamas Charter says, "Israel will exist until Islam will obliterate it" and "the Day of Judgment will not come until Muslims fight Jews and kill them." Or, as Iran's Supreme Leader has said, Zionists (i.e., Jews) must be "uprooted and destroyed," they are "illegitimate" and a "bastard regime," they "cannot be called humans," so "raze Tel Aviv and Haifa to the ground." What more must they do and say before the West believes them?

Let Israel eradicate radical Islam from Gaza for the benefit of the world, including the Palestinians. Sadly, like German civilians during the Second World War, the Palestinians will pay a high price for Hamas's heinous tactics and ideology. Unfortunately, there is no other choice. (JNS Nov 20)

Palestinians: 'Extreme' Support for Hamas, Israel's Destruction
By Bassam Tawil

One of the reasons why Palestinian leaders refuse to condemn Hamas's Oct. 7 massacre is because they know that many Palestinians support the atrocities committed by the Iran-backed Palestinian terrorist group.

Unlike the Biden administration and many Europeans, these leaders, including Palestinian Authority President Mahmoud Abbas, are fully aware of the widespread support among their people for any group whose goal is to murder Israelis and destroy Israel. The Palestinian leaders, in addition, are also aware that a majority of the Palestinians are opposed to the deluded Western fantasy of a "two-state solution."

In a region as volatile as the Middle East, if, say, Islamic State, Al-Qaeda or the Islamic Republic of Iran were to take over a Palestinian state the way Hamas took over the Gaza Strip in 2007, those terrorist machines, not Finland or Denmark, would be Israel's immediate neighbor. No country would permit that—nor should it.

A public opinion poll published on Nov. 14 showed that 75% of Palestinians support Hamas's murder spree, including rape and beheadings, as opposed to only 13% who disapprove.

The poll, conducted by the Arab World for Research and Development (AWRAD), covered 668 respondents across the West Bank and Gaza Strip.

According to the results, 59.3% of the Palestinians expressed "extreme support" for the actions of Hamas on Oct. 7, while 15.7% said they "somewhat" favored the massacre. Fewer than 13% of the Palestinians opposed the massacre.

Surprisingly, the poll found that support for Hamas and its "military operation" is even higher in the West Bank, where Abbas's P.A. is based, than in the Gaza Strip. In the past two years, the West Bank, controlled by Abbas's security forces, has seen the emergence of several terrorist groups affiliated with Hamas, as well as with another Iranian proxy, Palestinian Islamic Jihad.

Abbas has done nothing, ever, to rein in the terrorists, who are responsible for countless attacks on Israelis. Unfortunately, this is the same West Bank where the Biden administration and the European Union want to establish a Palestinian state. If such a large number of Palestinians in the West Bank support Hamas and the murder of Israelis, it is safe to assume that a new "Palestinian state" would be controlled by Hamas or another genocidal, antisemitic terror group.

The poll also showed that 68% of the Palestinians in the West Bank said they "extremely support" the butchering of Israelis, while another 14.8% said they "somewhat" support it. In total, 87.7% of the Palestinians in the West Bank have a positive sentiment toward Hamas. Only 10.2% of the Palestinians living in the West Bank have a negative sentiment toward Hamas.

Another, but less surprising, result of the poll is that 80% of Palestinians reject both the "one-state" and "two-state" solutions, and instead demand all the territory between the Jordan River and the Mediterranean Sea—in short, the entire State of Israel.

The findings of the poll shatter the claim made by U.S. President Joe Biden and Secretary of State Antony Blinken that Hamas is not representative of most Palestinians. Sadly, the results show, without doubt, that the Biden administration is completely clueless about the anti-Israel sentiment among a large majority of the Palestinians.

That a majority of Palestinians want to replace Israel with an Iran-backed terror state also shows that the Biden administration and most European governments are engaging in extreme self-deception when they talk about the need to promote a "two-state solution."

This is not the first survey to show that a majority of Palestinians are vehemently opposed to a "two-state solution" and support an "armed struggle" against Israel. It is also not the first poll to show that most Palestinians prefer Hamas and other terrorist groups to the P.A.

One month before the Hamas massacre, the Palestinian Center for Policy and Survey Research published a poll that showed that 67% of the Palestinian public opposes the idea of a "two-state solution" as opposed to 32% who support it. The poll showed that 53% of the Palestinians support armed struggle against Israel. Twenty percent said they support negotiations with Israel, while another 24% expressed support for a "popular non-violent resistance." The poll, in addition, showed that if new presidential elections were held at the time, Hamas leader Ismail Haniyeh would receive 58% of the votes as opposed to 37% for Abbas.

The findings of the polls do not really come as a surprise to those who have been closely monitoring Palestinian affairs over the past few decades. Support for Hamas and terrorism against Israel is the direct result of a decades-long campaign of incitement against Israel by Palestinian leaders and factions, including those from both the P.A. and Hamas.

When Abbas tells his people that Jews are "defiling with their filthy feet" the Al-Aqsa Mosque in Jerusalem, he is not only lying, but inciting the murder of Jews. Abbas, in fact, pays the murderers of Jews or their families a monthly stipend as part of his "pay-for-slay" policy, a jobs program like Murder, Inc.

A 2017 analysis by The Washington Post revealed that $160 million was paid to 13,000 beneficiaries of "prisoner payments" ($12,307 per person) and $183 million was paid to 33,700 families in "martyr payments" ($5,430 per family) annually. Of the total amount, the newspaper estimated that $36 million was paid to prisoners serving sentences of 20 years in Israeli prison. Another $10 million was paid to the families of 200 suicide bombers.

It is worth noting that Hamas named its massacre "Operation Al-Aqsa Flood," presumably in response to peaceful and routine visits by Jews to Jerusalem's Temple Mount, which are permitted, by mutual agreement, to open-air areas that are outside of the mosque. Hamas claimed that the name of the massacre came in response to supposed "Israeli violations in the courtyards of the blessed Al-Aqsa Mosque." There were, of course, no "violations" by Jews. Their only "crime" was that they visited the Temple Mount in accordance with all agreements.

"The [Israeli] enemy desecrated the Al-Aqsa Mosque and dared to visit prophet Mohammed's place of worship," said Hamas arch-terrorist Mohammed Deif, one of the masterminds of the Oct. 7 massacre. Addressing Palestinians, he added: "Start marching now toward Palestine, and do not let borders or restrictions deprive you of the honor of jihad [holy war] and participating in the liberation of the Al-Aqsa Mosque."

The rhetoric and actions of the P.A. show that it shares responsibility with Hamas for the Oct. 7 massacre. The P.A. and Hamas have raised an entire generation of Palestinians on the glorification of terrorism and the imperative of murdering Jews and eliminating Israel. How can any rational person talk about a "two-state solution" when a majority of Palestinians believe there is nothing wrong with burning, beheading and raping Jews, or baking a Jewish baby to death in an oven?

The results of the poll confirm what most Arabs and Muslims already know: that the only solution most Palestinians are willing to accept is one that leads to the murder of all Jews and the destruction of Israel. It remains to be seen whether the latest Palestinian slaughter of Jews serves to awaken the Biden administration and the Europeans to this inconvenient, uncomfortable fact. (Gatestone Institute Nov 21)

The Inside Story of How Palestinians Took Over the World

By Gary Wexler

The brilliant Palestinian plan to capture the pliable minds of American college students was laid out in front of me 25 years ago, during a very sinister business meeting in Israel.

It was around the time of the Oslo Accords. I had been hired by the Ford Foundation to create a marketing institute for their grantees in the country. Ford was funding the operations of both Jewish and Arab organizations within the Israeli green line, in an effort to help build a vibrant liberal civil society.

Ford put me in partnership with a young Israeli woman, Debra London. (Debra, now one of my closest friends, has just been selected to head up fundraising for the rebuilding of Kibbutz Be'eri.) She and I drew up a plan to interview each of the grantees, as well as Israeli ad agencies and media firms. While we wanted to learn about the grantees, we also planned to secure free marketing work and media to be an essential part of the institute.

When we interviewed the Jewish organizations, the atmosphere was almost giddy with hope, possibility and belief in Shimon Peres's new Middle East. Each organization we interviewed talked excitedly about peace and co-existence, a flourishing economy among both the Jews and the Palestinians, collaborative projects and interchanges.

But when we interviewed the Arab organizations, the word "peace" never passed their lips. They spoke of independence, dignity, self-rule, a state. One person even told me she would never use the word "du-kiyum" (co-existence). "There is no such thing as co-existence," she stressed. "We are just the tenants living on the property that the Jews now own. That's not a balanced co-existence."

I tried to explain to my fellow Jewish liberals that we — the Jews and the Arabs — were having two very separate conversations. We were talking "peace." They were talking "independence." But as the weeks of interviews progressed, I found the Arab organizations were talking about a whole lot more.

I asked hard questions of both the Jews and Arabs in the interviewing process. With the Arab organizations, when I brought up any sensitive, and not-so-sensitive, issues—like terrorism, cooperation and even budget—the interviewee would slam on the brakes.

And then from each organization, the same words were spoken: "When you are in Haifa meeting with Itijaa, you can ask that question to Ameer Makhoul." Itijaa was an Arab civil rights organization. Ameer Makhoul was its executive director. It became clear to me that Ameer Makhoul had some type of control over all the Arab NGOs I was speaking to.

Finally, Debra and I arrived at the offices of Itijaa. Skinny, bespectacled, young Ameer Makhoul emerged from his office, took a look at me and said, "So this is the Gary Wexler who has been asking all the questions." And then he ticked off every question I had asked along with the name of each person I had posed the question to.

He brought us into his office and began pacing. "So, Gary Wexler, let me answer your questions in the following way. One: Gary Wexler, who is sitting in front of me now, went to Los Angeles City College for two years where you were an Israel activist and editor of the school newspaper. You wrote a lot about Israel. And continued to do so at California State University, Northridge. You spent five summers as a volunteer on Kibbutz Ayelet Hashachar. Through your marketing agency, Passion Marketing, you service the following clients of the Jewish world and in Israel." He named every one.

I knew this guy was trouble.

"And now, Gary Wexler," he sat down, "let me give you more direct answers." He looked me straight in the eye. "Just like you were

a Zionist campus activist, we will create, over the next years, Palestinian campus activists in America and all over the world. Bigger and better than any Zionist activists. Just like you spent your summers on the kibbutz, we will bring college students to spend their summers in refugee camps and work with our people. Just like you have been part of creating global pro-Israel organizations, we will create global pro-Palestinian organizations. Just like you today help create PR campaigns and events for Israel, so will we, but we will get more coverage than you ever have."

He stood again this time, right over me. "You wonder how we will make this happen, how we will pay for this? Not with the money from your liberal Jewish organizations who are now funding us. But from the European Union, Arab and Muslim governments, wealthy Arab people and their organizations. Eventually, we will not take another dollar from the Jews."

Then he approached real close. "What do you think of this?"

I took a breath. I remained professional. "Nothing. I'm here on behalf of the Ford Foundation collecting information for a planned marketing institute."

He came even closer. "I am asking what does Gary Wexler think of what I just said. You, Gary Wexler."

I repeated my answer.

He came even closer. "I ask again. What does Gary Wexler think of what I just said."

Debra and I got up. I took my writing pad. "I feel that you are threatening me and we are leaving."

The next morning I received a call from the program officer at the Ford Foundation. "Gary, we have a problem. We received a call from Ameer Makhoul and we understand you spewed out all sorts of Zionist propaganda and he felt very threatened by you."

I told him it was a lie.

The program officer continued to press me as to what I had said. I related the conversation word for word. He repeated what Ameer Makhoul had said. I told him to call Debra London who was with me through the entire interview, and verify it with her. I also told him that they better check their funding to these Arab organizations, because Ameer Makhoul appeared to be controlling all of them with some very hateful behaviors.

He backed down.

Debra and I wrote up our recommendations for how they needed to build the marketing institute, including a recommendation for using the pro bono work, worth nearly 1 million shekels, that we had secured from the ad agencies. The program officer, a former academic focused on the nonprofit sector, couldn't understand the value of businesses being involved and rejected it out of hand. A few weeks later, he told Debra and me that he had hired an NGO consulting team to finish the work. They would be giving several hours of consultation to each organization.

Several years later, I learned Ameer Makhoul had been arrested by the Israelis as a spy for Syria.

As the years went on, I began to see what Ameer Makhoul had laid out to me taking shape. The PR coverage was first: The Muhammad al-Durrah incident in Gaza, when a 12-year-old boy was shot to death on the second day of the Second Intifada, capturing global headlines. The Mavi Marmara, the Turkish Flotilla to Gaza that the Israelis stormed, killing several Palestinian activists, grabbing global headlines. I knew the Mavi Marmara was manufactured for the exposure it would gain.

Then the campuses: The creation of Apartheid Week worldwide. The growth of BDS. The student volunteers who began by the thousands to work in the Palestinian territories and its refugee camps. The shocking creation of anti-Zionist Jewish student groups.

As an award-winning copywriter and creative director in ad agencies and a professor of Communication at USC, I have developed an intuitive antenna to detect similarities between writing styles, idea styles and conceptual creation. In the early years of this pro-Palestinian campaign, I could see the commonalities of excellence, style and manipulation across all their platforms. Teaching on a university campus gave me a front-row seat at this theater of darkening skies.

People of color, particularly antisemitic Black groups like BLM, were organizing to identify with the Palestinians. Many organizations representing people seen as oppressed were moved to identify with the Palestinians. Students of every variety were swayed. I could see the commonalities of language creation and transfer — my field — being applied to the Jews. Many of them were old antisemitic tropes into which new life was being breathed:

Israel and Jews are colonialists just like other white oppressors around the world. Israel is an apartheid society, the same as South Africa was.

Jews have white privilege, even though more than 50% of Jews are dark-skinned people from the Arab world, Iran and Africa.

Jews hold power in media and banking, making them the enemy.

Jews center themselves as capitalists and donors.

Jews don't hold space for anyone but themselves.

Jews need to be held accountable for the pain they are causing.

If you challenged any of this you were a racist, the worst thing you could possibly be accused of.

(Except if you are racist against Jews. Then you prove you are a true ally of the oppressed.)

Our enemies have had a real success. They have formed a winning international communication army with trained troops everywhere.

Israeli writer, producer and former antisemitism envoy Noa Tishby recently said that students, particularly Jewish ones who are protesting against Israel, have been "played," but I don't know if even she understands the background and extent of it. They haven't just been played, they've been turned. Many of them are alumni of Jewish day schools and camps. Those students believe they have joined the other side because they were the victims of a propagandized Zionist education and have now seen the light. No, they are the victims of a propagandized, slow, well-crafted plan, laid out to me by Ameer Makhoul.

And what has been the Jewish world's response to all of this?

Funders are now putting up pro-Jewish and pro-Israel billboards in American cities. As if a clever one-line message can combat all these brilliant, strategized organizing efforts on behalf of our enemies.

Others are organizing TikTok and Twitter troops. But that work is in response to the playing field that has been established and won by the enemies of the Jewish people. We show ourselves in a defensive mode. We are playing on the field they have drawn. We need to draw our own, in a very big way.

There are many good organizations being funded and working on our behalf, but their work, alone, is not the answer.

There are many good organizations being funded and working on our behalf, but their work, alone, is not the answer.

It is imperative we have overall strategizing and coordinating. Right now, it is every organization for itself. It's an uncoordinated battlefield where each squadron is moving in its own direction, rather than toward the same hill—the only way for victory. It is imperative that we create big, brilliant, creative ideas of engagement. We must view this as a pervasive Jewish community organizing effort for communication purposes, in collaboration with the Israelis.

American Jews are sending cans of food and socks to Israel while the Palestinians are conceptualizing bigger and better worldwide actions. We're still fighting and demonizing one another. Many organizations have not yet woken up that it is no longer business as usual.

In the last three weeks I have received no fewer than 200 solicitations for 200 separate efforts. American Jews are sending cans of food and socks to Israel while the Palestinians are conceptualizing bigger and better worldwide actions. We're still fighting and demonizing one another. Many organizations have not yet woken up that it is no longer business as usual. I'm on the board of one that I've had to rattle, saying, "No, we cannot position what we are doing just as we always have. Everything now has to be repositioned against the background of this war on Israel and the Jewish people."

In the propaganda war, we could be learning a lot from our enemies, who have learned a lot from us. Maybe we need our own Ameer Makhoul and all his buddies? Is any leadership team, that we can all get behind, going to step forward? (Jewish Journal Nov 18)

The writer was recently honored by the National Library of Israel with the creation of The Gary Wexler Archive, a 20 year history of Jewish life told through the advertising campaigns he created for Jewish organizations in the US, Canada and Israel.