



HonestReporting

Defending Israel From Media Bias

2014 ANNUAL REPORT

**We believe Israel deserves fair treatment in the news.
We know public opinion is shaped by the media.
We empower the grassroots to respond to media bias.**



HonestReporting is a global community fighting for fair media coverage of Israel.

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A Message from our President



Dear Friends,

2014 was dominated by the 50-day conflict between Israel and Hamas. It is a testament to the dedication of HonestReporting's Jerusalem-based team that they worked around the clock responding to the wave of bias and misreporting that flooded the world's news outlets, as well as assisting Israel to get the facts out to our own supporters and beyond. I'm immensely proud of the work and achievements of HonestReporting during this very trying period where the organization demonstrated yet again the speed, efficiency, quality, and reach that is its hallmark.

This is all the more remarkable considering that HonestReporting's CEO Joe Hyams has during this time been temporarily relocated to Boston studying in the prestigious Hornstein Jewish Professional Leadership Program at Brandeis University. Joe's presence in the U.S.A. has greatly increased the scope of our activities there both on a grassroots level and in coordination with the myriad of Israel advocacy organizations there.

It is also gratifying to note that HonestReporting's activities in all areas have expanded. Regular guest speakers have graced HR's Jerusalem offices while HonestReporting's Missions continue to set a gold standard for quality educational Israel experiences.

Website content, graphics, and social media have also reached new levels with the addition of new members of staff in these key areas. Despite new investment, Charity Navigator, America's premier charity evaluator, continues to give HonestReporting its coveted four-star rating for sound fiscal management and commitment to accountability and transparency.

2015 promises to be a year of uncertainty for Israel and the region. However, this past year has proven beyond all doubt that HonestReporting is well-placed to tackle any and all challenges that may be on the horizon.



David A. Barish, Ph.D.

President of the Board of Directors, HonestReporting

A Message from our CEO



Dear Friends,

I've had the privilege of meeting so many wonderful people these past two years whilst living in the U.S.A. Experiencing Israel's challenges from afar has given me a fresh perspective on what Israel means to so many of our supporters around the globe. I appreciate, as you do, how uncertain and unsettled our national home appears from the outside looking in. But it isn't as gloomy as you might think.

Your support for our work has demonstrated the power of a few voices to push away hate and bigotry. That has been our achievement together in 2014 despite the enormous forces working to undermine Israel's legitimacy. You have been a part of a bigger whole that resonated truth and credibility in a way that was heard by news media and opinion makers in ways that we are not fully aware. Your support helped us do so much and I thank you.

You have played a central role in establishing awareness of Israel's intentions and you shared our carefully researched and crafted materials that reached far beyond the choir through our Facebook groups, Twitter feed, Slideshare visuals, and more. It has been our pleasure and honor to develop and deliver these powerful tools that you each use to leverage public opinion towards a better shake of the stick for Israel.



Joe Hyams

CEO, HonestReporting

ONE DAY: Global scope of the Israel Daily News Stream email

● 48,117 OPENS

● 22,036 CLICKS



International Outreach

▶ HR Managing Editor Simon Plosker spoke to a group from the Onward Israel program of Australian and South African students.

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

▶ HonestReporting ran an informational stall at the World Union of Jewish Students Congress fair.

▶ Students from the Golda Och Academy in New Jersey paid [a visit to MediaCentral for HonestReporting sessions](#) about media bias

against Israel. The visit was part of a two-day Student Activism seminar run by Neil Lazarus of Awesome Seminars. The seminar includes sessions on various elements in advocacy training so that the students are equipped to defend Israel when they return to the U.S.

▶ Thirty participants of the [Israel Government Fellows program](#) heard from Simon Plosker who explained the types of media bias HR looks for and how the media influences perceptions of Israel on the world stage. Simon also outlined the reasons behind the bias and how these could be addressed.

▶ During a visit to the UK, Simon was the guest speaker at a solidarity meeting in NW London during the Gaza conflict where he addressed the media bias and his experiences as an Israeli under fire.

← HR's Israel Daily News Stream enjoyed all-time readership highs this year. More than 1.9 million readers turned to the IDNS to stay up to date on this year's news, issues, and media trends. Nowhere was this more evident than during the saturation coverage of Operation Protective Edge. There were more than 637,000 page views in the 3rd quarter of 2014, by far the IDNS' most successful quarter of all time. Overall, the IDNS accounted for 40 percent of HR's web traffic. SCREENSHOT: HONESTREPORTING

HonestReporting's website attracted 4.8 million visits during 2014.

1

The 22 students from Joe Hyams' Hornstein program at Brandeis were hosted at HR's Jerusalem HQ and heard from McGill University Professor Gil Troy. The students also heard from MediaCentral director Aryeh Green and Smadar Bakovic, a MediaCentral staffer. PHOTO: HONESTREPORTING

2

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. 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. PHOTO: HONESTREPORTING



The biggest referring site to HonestReporting remained Facebook, which sent more than 700,000 visitors.

Dear Mr. Hyams,

I would like to thank you for the wonderful night that you gave us. Your presentation certainly clarified many doubts about the international media.

*Simon Weinberg
Parents Commission
Bnei Akiva
Sao Paulo, Brazil*



United States Outreach

U.S.A. Executive Director Gary Kenzer has travelled the length and breadth of the country on behalf of HonestReporting. His many speaking engagements have reached hundreds of participants and include:

▶ Limmud programs in [Houston, Texas](#); Winnipeg Canada; Baltimore, Maryland; and the Bay area near San Francisco, California.

▶ Guest lecturer and Super Sunday presenter for the Jewish Federation of Greater Binghamton, New York.

▶ High school groups in Illinois: Am Yisrael Synagogue and Temple Jeremiah in Northfield; and Congregation Beth Judea, Long Grove; as well as LaLumiere High School in LaPorte, Indiana.

▶ A series of events for the Jewish Student Union of the NCSY.

▶ [Congregational events](#) in the Chicagoland area and Illinois; Salem, Oregon; Milwaukee, Wisconsin; Chai Center, Dix Hills, New York

▶ Jewish war veterans in the Highland Park area.

▶ Chicago area chapter of Parents of North Americans in Israel.

▶ Guest presenter at the 4th Annual Step Up for Israel advocacy day sponsored by the Jewish Federation of Greater Metrowest New Jersey.

▶ Retired seniors at the Rogers Park Plaza home.

▶ Representing HR at the Sonoma County Israel Fair, Santa Rosa, California

▶ Gary has also appeared regularly on the Hebrew Nation Radio talk show.

← Gary Kenzer (center), North American Executive Director of HonestReporting, continued his long-standing tradition of speaking to the seventh graders of Congregation Beth Judea in Long Grove, Illinois. He gave a class on media bias and the failure of the media during Operation Protective Edge.

PHOTO: HONESTREPORTING



1

Joe Hyams met with Israel's Ambassador to the United Nations Ron Prosor at a Maoz SEAL event at Boston University. Joe has effectively utilized his presence in Boston, which has led to a number of speaking engagements. These include: Congregation Shaarei Tefilah in Newton, MA; Northeastern University, Boston; Congregation Beth El Atereth Israel in Newton, MA; Congregation Ahavath Chesed, Jacksonville, FL; an Israel Teen Advocacy Workshop for the Lappin Foundation's Youth to Israel Adventure in North Shore, MA; and, of course, Brandeis University where Joe currently studies.

PHOTO: HONESTREPORTING

Dear Joe,

Take a look at this picture [below] of 21 smiling faces, plus yours, and you will see what a phenomenal class you led! Thanks so much for sharing your expertise and passion with teens in our Israel Teen Advocacy Workshop for Lappin Foundation's Youth to Israel Adventure (North Shore, MA).

We thought last night would be our final class of the course. However, teens want to continue meeting once a month. Not only did you empower them to be active Israel advocates, you inspired them to continue learning.

Thanks again. Most sincerely,

*Deborah L. Coltin, MEd, MA
Executive Director, Lappin Foundation*





Engaging Radio, Video, and Social Media

HonestReporting in 2014

18 NEW VIDEOS

262,000 TOTAL VIEWS OF YOUTUBE CHANNEL

823,000 MINUTES OF VIDEO CONTENT WATCHED

HR's Facebook page more than doubled in size, from 14,000 to 33,000.

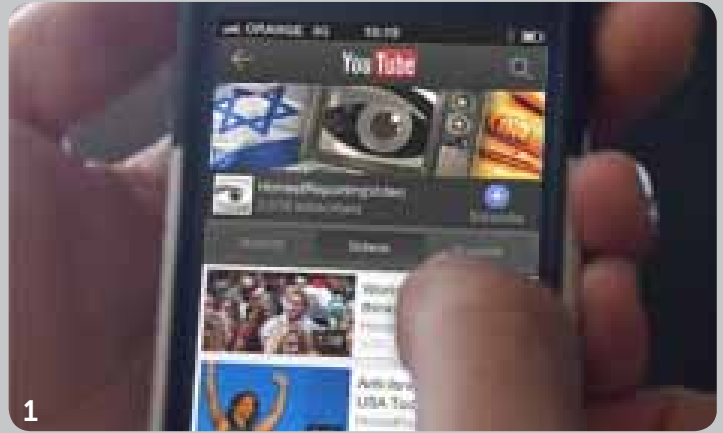
As an online publication, HonestReporting makes full use of social media to reach new readers who are not on our mailing list.

Facebook continues to serve as the top traffic referrer to the HonestReporting website. In 2014, Facebook referred nearly half a million readers to HonestReporting content, an increase of 500% over the previous year, much of this driven by the summer's Gaza conflict (see page 14).

Our [Facebook presence](#) also allows more people to share our content with their networks. And for the first time, HonestReporting reached more people through mobile than it would just through our own website.

We also expanded the scope of our social media activity, adding [Google Plus](#), [Instagram](#), and [LinkedIn](#) to our strong presence on Facebook, [Twitter](#), [YouTube](#), and [Slideshare](#).

← This year we launched the HonestReporting Radio show on Voice of Israel. Yarden Frankl (pictured) and Simon Plosker have appeared weekly to tell Voice of Israel listeners what is going on in the world of media bias, and how they can join the fight for media accuracy. Regular studio appearances give HonestReporting access to a new group of listeners interested in defending Israel. Shows are aired live every Monday and then uploaded to the HR and VOI websites for later listening. PHOTO: VOICE OF ISRAEL



1 June saw HonestReporting complete an upgrade to its website, which now boasts a clean, modern design, fully optimized for maximum performance. The homepage highlights the day's top stories and the freshest content. More of our readers than ever before are viewing HonestReporting material on their smartphones and/or tablets. Our new site's responsive browsing experience on mobile devices makes it easier to share HR content through social media platforms while on the move. PHOTO: HONESTREPORTING



HonestReporting's Twitter following grew by nearly 100% during the third quarter, jumping from 6,700 followers to 12,900.

2 Leading video productions included our animated introduction to media bias "[The Monster in the Middle East](#)" (viewed 24,000 times) as well as videos that showed how news segments and on-air interviews from CNN, the BBC, CBS News, and other TV news broadcasts were incorrect and biased against Israel. We gave viewers the opportunity to contact the networks directly and make formal complaints. SCREENSHOT: HONESTREPORTING

Recognizing the need to increase our already substantial social media activities, HonestReporting was delighted to hire Talia Felix as our new dedicated Social Media Editor. Talia joined HR fresh from a period of reserve duty in the IDF Spokesperson's Unit during the Gaza conflict.



Having previously served on the European Media Desk of the unit's Foreign Press Department, Talia brings her mix of youth and experience to this important part of HonestReporting's work.



← HonestReporting was proud to announce that Elijah Granet, 19, from San Diego, California, and currently studying in New York City, was the winner of the third annual

Blankfeld Award for Media Critique

We received entries from aspiring student writers from around the globe, including the U.S., Canada, South Africa, Australia and the UK. HonestReporting staff members and HR Board member Max Blankfeld, the sponsor of the \$2000 award, were joined by *The Jerusalem Post's* Political Editor Gil Hoffman on the judging panel.

Dedicated to the memory of Eli Blankfeld, a journalist who documented Jewish life in Germany after World War II and during the period surrounding the creation of the State of Israel, after having lost his parents and sisters during the Holocaust, the Blankfeld Award for Media Critique recognizes aspiring journalists who demonstrate a commitment to the values of objective and honest reporting, specifically in the field of the Arab-Israeli conflict.

Elijah's success was covered in the [San Diego Jewish World](#) and [Carmel Valley News](#). PHOTO: ELIJAH GRANET



53,000
VIEWS ON
SLIDESHARE

15,700
VIEWS ON
SLIDESHARE

**During all of 2014,
HR's slideshows
attracted
192,000
VIEWS.**



INTERNS

HonestReporting continues to host enthusiastic interns brought to us from a variety of student programs in Israel. Interns this year were Jessica Dorsky and Jesse Lewis both from Aardvark, David Meyers (shown far left) from BBYO Beyond, and Sara Merken (left) from MASA Onward Israel.



↑ **43,000 views and counting of our anti-BDS slideshow.**

→ **160,000 views and 2,600 shares on Facebook of our graphic.**



The Boycott, Divestment, and Sanctions movement is an international strategy that seeks to present Israel as a pariah state akin to Apartheid South Africa. It aims to isolate Israel politically, economically, militarily, academically, and culturally.

But we can turn the tables on the movement and limit its influence on the public.

HonestReporting has always been involved in countering anti-Israel propaganda from the Boycott, Divestment, and Sanctions (BDS) movement. But in 2014, HR joined the fight in earnest, launching [a Facebook page devoted to the issue](#) that has gained more than 7,000 members, producing a major [slideshow](#) that has been viewed by more than 43,000 people, creating numerous shareable graphics that have reached hundreds of thousands of people on Facebook, and writing more than 50 articles about the issue in 2014.

Senior Writer and Editor Alex Margolin, who runs the Fighting BDS project, also contributed [several articles](#) to *The Times of*

Israel as well as [13 articles](#) for *The Algemeiner*. These articles and those published exclusively on the HonestReporting website have been cited numerous times throughout the year in articles by others on BDS.

The Times of Israel blogger Jackson Richman referred to Margolin's HonestReporting articles [in a post](#) in October. The respected academic website, Scholars for Peace in the Middle East (SPME) [republished several of Margolin's posts](#), and a large number of Facebook groups opposed to BDS posted HonestReporting's updates, graphics, and slideshow.



Holding the Media to Account

On August 8, Joe Hyams was a guest speaker at a pro-Israel rally in front of CNN's studio in New York. In front of hundreds of supporters he stated that the disparity in casualties between Israel and the Palestinians in the Gaza war is a product of Israel's intense efforts to protect its own citizens and the international press has an obligation to make that clear to the public. PHOTO: JPUPDATES



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. For example, following a tipoff from a reader who had seen a biased report on CNN, we used TVEyes to locate the exact report and critique it.

On another occasion, CBS removed all records of a shocking on-air error. Thanks to TVEyes, we captured the footage and archived it so that it remained on the public record.

1

HonestReporting issued a statement criticizing *The Economist's* editorial staff for publishing a cartoon that promoted anti-Semitism. As a result, [The Economist apologized](#) and HR was cited in a number of media outlets including *The Washington Free Beacon*, *JSpace News*, *Jewish Telegraphic Agency*, and *The Times of Israel*. "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.

CARTOON: PETER SCHRANK



2

In August, *Time* magazine gave new life to a horrendous blood libel accusing the IDF of stealing Palestinian organs. Having already debunked this false Swedish report in 2009, HonestReporting [exposed this latest libel](#). Within hours of our critique, *Time* removed the allegation from the video, adding a correction at the end. This success garnered media coverage from *The Times of Israel*, *Haaretz*, *The Algemeiner*, *i24 News*, *JNS*, and others.

ILLUSTRATION: HONESTREPORTING



3

In a terrible gaffe, an interview on CNN with Jerusalem Mayor Nir Barkat included a seriously amiss caption confusing the synagogue where a terrorist attack took place with a mosque. [HonestReporting led the charge to force CNN to apologize](#), which it duly did with an on-air statement and a phone call from CNN's Vice President to Mayor Barkat for which HR received credit from the mayor's office. SCREENSHOT: CNN



"Thank you HR! I so much appreciate the work you do to ensure a fair hand in the media. I hope that owners and editors will be ashamed of what they've been doing and restore journalistic integrity to the profession."

– John M. (via Facebook)



Operation Protective Edge

JULY 8-AUGUST 26, 2014: During Operation Protective Edge, HR produced some 70 featured articles and action alerts, 35 daily news roundups, 5 videos, 58 email campaigns and 120 original graphics while we reached almost 10 million people on Facebook. HR gained over 8,000 new mailing list subscribers and 900,000 website views – indicative of the intense activity during this short period.

The 50-day war with Hamas in Gaza saw HonestReporting's small team of dedicated staff working around the clock producing content and material to enable subscribers to respond to a veritable avalanche of anti-Israel bias in the media and elsewhere.

As Operation Protective Edge began, HR was the first organization to publish [a primer giving background information and talking points](#) on the conflict. This was followed up by further informational content answering some of the most difficult questions surrounding the reasons for Israel's actions and efforts to avoid harming Palestinian civilians.

In addition, HonestReporting monitored, critiqued, and exposed many examples of media bias from multiple sources.



During the Gaza conflict, HonestReporting placed strategically located banners on *The Times of Israel* website, which had seen a massive traffic increase. These banners were designed to promote our work to potential subscribers who are interested in Israel.

Our banners were seen almost one million times over a period of three weeks. We rotated banners that linked to our homepage's daily updated content and a petition in which people could express their disappointment with Gaza-related media coverage.

← An IDF officer explains the dangers of Hamas terror tunnels during an exclusive briefing to HonestReporting Mission participants at the Erez crossing military base.

PHOTO: HONESTREPORTING

1

Only hours after the publication of a [critique and in response to a complaint from HonestReporting](#), *The Daily Mirror* removed a recycled photo that had been used to illustrate a story of Israelis watching events in Gaza from a lookout in Sderot.

SCREENSHOT: DAILY MIRROR

2

An *Australian Broadcasting Corporation* story stated that “At least five rockets fired from Gaza were shot down over Tel Aviv by Israel’s Iron Dome defence system, army radio reported.” The article, however, failed to mention how many rockets had been fired in total. [Following a complaint from HonestReporting](#), that vital statistic was added to the article. The original HR article was also republished by *Australia’s J-Wire*.

ILLUSTRATION: HONESTREPORTING

3

In a report on an Israeli air strike, *The Daily Mail* failed to mention that the focus of the headline and photos was not only a “Palestinian father” but also a police officer in Hamas’ security services. [Following correspondence with HonestReporting](#), the man’s Hamas affiliation was added to the story.

SCREENSHOT: DAILY MAIL



“I have been deployed on the Gazan border for the last 5 months and at this time with all the chaos that the Jewish people are dealing with I just wanted to say thank you, please never stop the great work that you guys at HonestReporting do.”

– Ben Z.

HonestReporting's work was included in a feature story in Mishpacha Magazine:

"The worst reporting comes from a particular liberal/leftwing bias inherent in many media organizations that tend to hire their reporters and staff from a particularly narrow background," says Simon Plosker, managing editor of HonestReporting, an Israel-based media watchdog. "This is particularly the case in the *BBC*, which falsely claims to seek 'balance,' while *The New York Times* and *The Guardian* make no bones about their political and editorial slants."



EVERYTHING BUT THE
TRUTH

ROCKETS RAIN DOWN ON ISRAEL'S CITIES.
TERRORISTS ATTEMPT TO INFILTRATE ISRAELI VILLAGES.
HAMAS VOWS THE DESTRUCTION OF THE JEWISH STATE.

FOR THE MEDIA, THESE FACTS WOULD POINT TO HAMAS UNCOMPLICATEDLY TOOKING IT UP AGAINST THE HAMAS LEADERSHIP, BUT THE REPORTERS AND EDITORS, WHO PREPARED THE NEWS, HAD OTHER IDEAS.

ILLUSTRATION: MISHPACHA MAGAZINE

Getting the Corrections

Here are four more stories from the Gaza conflict.

The Daily Mail's [report on the funerals and aftermath](#) of the murder of three Israeli teens contained multiple errors as well as bias. The headline referred to "revenge bombings of Gaza," falsely asserting that Israeli actions to prevent rocket attacks from Gaza were motivated purely by revenge rather than the need to protect Israeli citizens from terror.

The Daily Mail also claimed that "Fighter jets unleashed a rain of missiles along the West Bank and a Hamas member was shot dead last night as Israel carried out its retaliation for the murder of the three teenagers." Contrary to this claim, no missiles were fired by Israeli fighter jets "along the West Bank" while the description of a "rain of missiles" is also an

embellishment that implies that were this to be the case, Israeli missile strikes are indiscriminate.

In addition, the Hamas member was not simply "shot dead" but was apparently killed when he threw a grenade at forces carrying out an arrest raid, an important piece of missing context.

Following a complaint from HonestReporting, amendments were made to both the headline and the article text.

The caption to an accompanying photo in an *Irish Times* story referred to the "Israeli occupation of Gaza." The paper [replaced the caption after HonestReporting contacted The Irish Times](#), pointing out that Israel withdrew its soldiers and civilians from Gaza in

2005, hence there is no "occupation of Gaza" to bring to an end.

After HonestReporting pointed out the error, [The Daily Telegraph amended the captions on two photos](#) that suggested that Israel had shelled the Karni Crossing on the Gaza border. HR also contacted the *Associated Press*, which was responsible for supplying these photos and captions to numerous media outlets around the world. AP subsequently amended the captions on the offending photos.

Fox News promptly updated a [misleading headline following a request from HonestReporting](#). The original headline implied that it was Israel rather than Hamas that had rejected a ceasefire proposal.

During 2014, following action by HonestReporting, a number of media outlets amended articles, headlines, or videos and issued corrections, including:

The Daily Telegraph

Falsely attributed a quote to Ariel Sharon. • Falsely implied that Tel Aviv was Israel's capital. • Inflated the numbers of Palestinian refugees from 1948.



Described a Palestinian terrorist convicted for murder as “the first political prisoner from the area to be released by Israel in the past year.”

theguardian

Falsely linked a fourth prisoner release to Israeli calls for the PA to recognize Israel as a Jewish state. • Inaccurately claimed that three kidnapped Israeli teens were “settlers.”

Daily Mail

Illustrated an article on global Islamist violence with an image of a wailing Arab woman in a box labelled “Palestine.” • Erroneously covered the Pope's visit to Israel with a number of references to the Western Wall as “Judaism's holiest site.”

The Economist

Falsely claimed that a terror incident took place on a “road restricted to settlers” and that the victim was, himself, a settler.

THE TIMES

Published a speculative headline on the killing of a Palestinian boy. • Mistakenly wrote that Israeli Foreign Minister Avigdor Lieberman had left the government. • Erroneously stated that the mayor of Ashkelon had barred Palestinian construction workers from the city's schools.



Failed to include an official Israeli reaction to a story condemning Israel for alleged human rights violations. • Mistakenly referred to Tel Aviv as Israel's capital.

The  INDEPENDENT Falsely referred to Israel's security barrier as a “430-mile long wall,” and misleadingly referred to “occupied settlements.” • A video on *The Independent's* website misleadingly used footage from 2011 and not 2014.

BBC NEWS Los Angeles Times



Published a provocative photo of an Israeli flag appearing to be placed on top of the Dome of the Rock.

THE SCOTSMAN

Erroneously stated that visits by Israeli politicians to the Temple Mount broke agreed arrangements.



This Morning anchorwoman Nora O'Brien erroneously described the synagogue at the center of a terrorist attack as a “contested religious site in Jerusalem.”

HR IN THE MEDIA

During 2014, HonestReporting staff have had opinion pieces and content published in the following media outlets: *The Times of Israel* • *The Algemeiner* • *J-Wire* • *Israel National News*

In addition to the above, HonestReporting was cited in the following: *Washington Free Beacon* • *JSpace News* • *Jewish Telegraphic Agency* • *The Times of Israel* • *JNS* • *The Algemeiner* • *Shalom Toronto* • *Jerusalem Post* • *Haaretz* • *YNet (Hebrew)* • *i24 News*



VISIT www.honestreporting.com/mission or EMAIL hrmission@honestreporting.com

▶ Upcoming dates and itineraries

▶ Testimonials and photos

▶ Online application

HR Missions to Israel

“HonestReporting gave us facts and tools to report the truth. The experts and leaders we met gave us an unvarnished understanding of Israel’s history and current reality. We received the highest quality education from an unmatched variety of social, religious, military and political perspectives. The Mission gave me an improved confidence and capacity to defend Israel and to promote the accurate narrative necessary to help protect its future.” – Jack Hain, CA

HonestReporting’s 21st and 22nd Missions to Israel took place in May and December respectively.

Participants from around the world, including the U.S.A., Canada, UK, Australia, Sweden, Denmark, Portugal, Finland and Israel, spent a week hearing from high-caliber speakers, receiving exclusive briefings and visiting the sites in the news.

Advocacy training was a particular focus for these Missions and participants benefited from the expertise of Neil Lazarus and David Olesker as well as learning more about HonestReporting’s work.

Speakers addressed issues including incitement in the Palestinian media, the ethics of the IDF, Christians in the Middle East, what

Arabs in the region are really thinking, the status of women in Israel, the role of non-governmental organizations in the conflict, and battling terrorism through legal means.

The Mission participants were taken on field tours including an exclusive IDF briefing from a military base in the West Bank near Israel’s security barrier, a look at life under fire in Sderot and Gaza border Kibbutz Alumim, a tour of the Erez terminal that allows passage in and out of Gaza, an examination of the settlement issue from Gush Etzion, and a full day of military analysis from the Jordan Valley all the way to the Golan Heights.

And, of course, no Mission would be complete without dining at some of Israel’s finest restaurants.

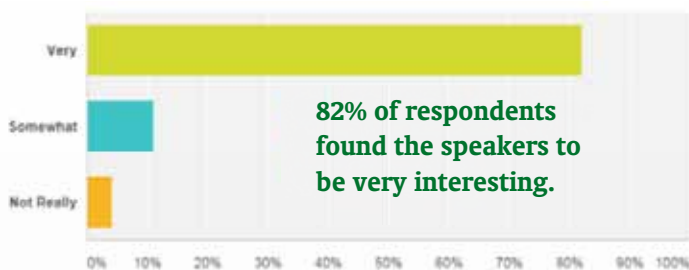
Guest Lecturers

Following the success of recent HonestReporting events, we've expanded this important means of educating and connecting with our audience directly. We increased our outreach to Israeli supporters with more events in our Jerusalem headquarters with both inspirational speakers and practical advocacy training. In addition, we successfully held a first-ever conference call allowing a global audience to participate.

"Congratulations on such a high standard event. I was really pleased and impressed that you made my time worthwhile by showing the outstanding material before the speaker began. It was very professional and effective!"

MAKING AN IMPACT: EDUCATING AND ADVOCATING

Feedback from our events testifies to their value. We ran educational programming for nearly 450 people during the third quarter of the year alone and the results were overwhelmingly positive.



DR. JONATHAN SCHANZER
Israel's Options
and Hamas' Strategy

**IDF COL. (RES.)
BEN-ZION GRUBER**
Ethics in the Field



MELANIE PHILLIPS
The Jewish Diaspora:
Paying the Price for Gaza

NEIL LAZARUS
Practical
Advocacy Training

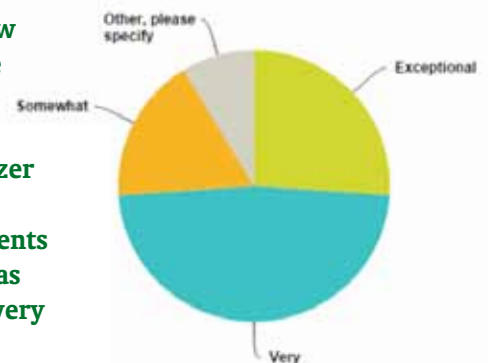


DANNY SEAMAN
The Foreign Media
and Israel's Image

KHALED ABU TOAMEH
Reporting from
the Other Side



When asked how they would rate the educational value of the Jonathan Schanzer conference call, 73% of respondents stated that it was exceptional or very educational.





MediaCentral

MediaCentral continues to build a reputation for rapid response to breaking stories and providing journalists with the services they need to go deep into the story and meet their deadlines.

This has not been an easy year for Israel and those who mourned the kidnapping and brutal slaying of the three Israeli teens; supported Operation Protective Edge in Gaza; and experienced the violence and rioting in eastern Jerusalem and elsewhere throughout the country. When a savage terror attack at the synagogue in Har Nof occurred it was MediaCentral staff who mobilized quickly as a team to relocate to the site where they were able to help journalists from top tier outlets like *CNN*, *AFP*, *BBC*, *Sky News*, *Reuters* and others.

In addition there is growing concern over the increasing popularity of radical Islam in Israel and those young Israeli Arabs who have left the country for Iraq and Syria to fight with the terrorists of the Islamic State.

The wave of terror during November, as well as the rioting and clashes between Palestinians and Israeli security forces and police, required a focus primarily on rapid response to current events.

As a result of the intensity of the news cycle in Jerusalem and beyond, MediaCentral expanded services to major television news outlets. We were able to assist television teams of *NBC*, *Al Jazeera* in English, and many European outlets as well.

We were successful in helping to ensure some of the leading foreign media based here lived up to the professional standards expected of them. For instance, our team provided personal 'hand-holding' assistance to *Al Jazeera* resulting in an in-depth portrayal of the suffering of Israeli residents in the South – unprecedented not only for *Al Jazeera* but among many of the more hostile-to-Israel English-language media outlets, from *France24* to *RT* to, of course, the *BBC*.

← Former Israeli Ambassador to the U.S. Michael Oren briefed journalists in the south during Operation Protective Edge. Hundreds of foreign correspondents ‘helicoptered in’ to cover the operation in the Gaza Strip, and MediaCentral was a resource for them, organizing briefings and field tours, providing information and background and context, connecting them with government ministers, politicians, IDF generals and residents living under the constant threat of rockets. PHOTO: MEDIACENTRAL



MediaCentral

1

With the Syrian civil war in its fourth year, rockets have occasionally landed on the Israeli side of the Golan Heights. The IDF has been on alert for any escalation along the border. A field tour to the Golan included a visit to the hospital in Nahariya that has treated hundreds of wounded Syrian nationals. Through an interpreter, journalists learned from the wounded that Syrian snipers purposely aim at the spines of children to paralyze them. PHOTO: MEDIACENTRAL



2

One of the biggest successes was January’s tour of the SodaStream factory in Kfar Adumim which came on the heels of actress and SodaStream spokeswoman Scarlett Johansson’s declaration that she was resigning from Oxfam because of its opposition to SodaStream’s business.

CEO Daniel Birnbaum and his staff afforded the dozens of journalists and camera crews unfettered access to the facilities and to the employees – Jewish, Christian and Muslim, Israelis and Palestinians – who were encouraged to talk. The tour was a collaborative effort with HonestReporting whose Managing Editor Simon Plosker wrote an article that gained a remarkable 1,600 Facebook Shares and became [one of the most popular posts](#) on *The Times of Israel* site. The event sparked widespread international coverage including *Bloomberg*, *The New York Times*, *USA Today*, *The Daily Telegraph* (UK), *Al Jazeera* (Arabic), *Time* magazine and *Christian Science Monitor*. PHOTO: MEDIACENTRAL



Charity Navigator Rates HonestReporting as “Exceptional”

“This ‘exceptional’ designation from Charity Navigator differentiates HonestReporting.com from its peers and demonstrates to the public it is worthy of their trust.”

– Charity Navigator

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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

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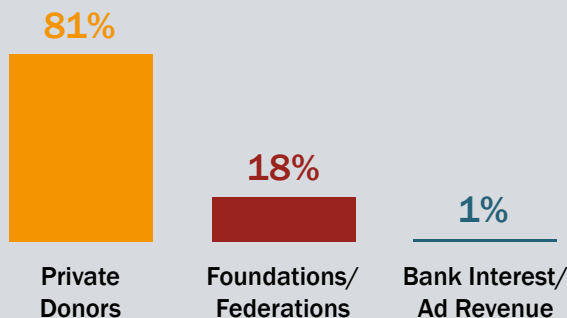
HonestReporting.com outperforms most other charities in America.

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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.

Revenue Sources 2014

\$1.65 million USD Total Revenue



Percentage of Expenses 2013-14



HonestReporting

Guiding Principles and Values

We believe Israel is entitled to fair treatment by the world press according to the same standards applied to any other country.

We believe that public opinion is significantly shaped by media coverage.

We believe that biased coverage of Israel distorts the public's understanding of Israel and its motives and creates an obstacle to a peaceful resolution to the Arab-Israeli conflict.

We believe people have as much right to criticize Israel as any other state. However, when criticism turns to demonization or delegitimization, it is no longer legitimate criticism.

We support the working definition of anti-Semitism provided by the European Union's Monitoring Centre on Racism and Xenophobia (EUMC). We note the fact that this definition stipulates that anti-Semitism "could also target the state of Israel, conceived as a Jewish collectivity."

Principles of Fair Coverage

We believe that the media must be accurate, balanced, transparent, and ethical. Journalists, editors, and publishers must be held accountable for slanted coverage of Israel.

We believe that the media must take Israel's official position into account when reporting on the region.

When errors occur, the media is responsible for correcting the record in a timely manner. Corrections must ensure that the average reader is properly informed about the issue.

We believe that reporters working in areas that suppress freedom of expression must indicate the limitations placed on their reports, including a qualification on the reliability of eye-witness accounts in oppressive areas.

We believe news organizations must ensure that all employees are free of connections to terror groups or security services.

Media Distortions that Constitute Bias

We believe that failure to provide proper context distorts an understanding of motives behind the actions described in the news.

We believe that news articles that quote sources that criticize Israel without also quoting sources that defend Israel are inherently biased.

We believe that Israel should be subject to the same professional standards of reporting that are applied in any other country. Placing greater emphasis on Israeli actions that are ignored by the media in other places constitutes bias.

We believe that the inversion of chronology skews coverage of the conflict. Headlines that focus on Israel's retaliation for an attack, and not the attack itself, give the impression that Israel is the aggressor, thereby distorting the perception of the events.

We believe the use of photos must not distort the situation in the eye of the average reader or falsely evoke an emotional response through staging or selective cropping.



“I learned so much today about the power of news media to shape people’s views. Now I see how important it is, for each person to play a part in standing up to anti-Israel bias. Thanks, HR!”

– Arielle, Golda Och Academy



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