

# Q1

## 2017 REPORT

### ACTIVITIES UPDATE

Welcome to HonestReporting's Q1 report for 2017. This year promises to be a challenging one on multiple fronts.

Political uncertainty around the globe has contributed to an increase in Jew-hatred and an atmosphere that appears more conducive to extreme negative coverage of Israel.

This year also sees the commemorations of 100 years since the Balfour Declaration and 50 years since Israel's victory in the Six-Day War and the resulting issues that reverberate to this day. HonestReporting is working on new educational and content initiatives to address what is likely to be a veritable tsunami of demonization and delegitimization promoted by Israel's detractors, aided and abetted by a compliant media.

The record number of corrections achieved already in this quarter demonstrates that HonestReporting remains both vigilant and effective in getting results.



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Program Highlights

# Q1 MEDIA CORRECTIONS

## 2017

In the first quarter alone, HonestReporting has achieved significant corrections in media outlets including:



## CASE STUDIES

### Cambridge University Press: 'Tel Aviv is a Middle Eastern Capital'

The Cambridge Dictionary, produced by Cambridge University Press, is one of the world's most well-known, trusted and credible English dictionary sources.

Even dictionaries, however, can get it wrong. The online version of the Cambridge Dictionary included this in its British English **entry for the word "capital."**

Following a complaint from HonestReporting and its readers, Cambridge University Press issued the following statement:



*We thank our customers for alerting us to a mistake found in the Cambridge Dictionary's definition example of 'Capital'. We looked into this immediately and acknowledge that the example given was incorrect. We can confirm that this has now been removed. We undertake rigorous quality assurance, involving independent expert fact checkers, but are very sorry that on this occasion this mistake wasn't spotted before online publication. We would like to apologise for any offence caused.*



#### — More examples

*In defiance of the ceasefire, rebel troops are again firing on the capital.*

*Middle Eastern capitals include Baghdad and Tel Aviv.*

*Fighting around the capital has intensified in the last few hours.*



## International Business Times: “Raids on Al-Aqsa” Libel

Twice in the space of only a few months, the IBT published stories that were removed in their entirety from the IBT website following HonestReporting’s intervention.

### Israel-Palestine Conflict: Raids On Al-Aqsa Mosque, Third-Holiest Site In Islam, Rose By 250% In 7 Years, Report Says

BY PRANSHU RATHI 

ON 01/17/17 AT 3:17 AM

In the first case, the IBT published **outrageous Palestinian lies** and propaganda sourced from terrorist and hate sites that should never see the light of day in the mainstream media. HR contacted the IBT pointing this out and took apart the false charge that Israel had been conducting “raids” on the Al-Aqsa Mosque, showing that this included all legitimate visits by Jews and tourists alike to the Temple Mount.

The story was swiftly pulled and replaced with the message: **“This story has been unpublished because it did not meet International Business Times standards.”**

In another example of journalistic failure, the **IBT covered** the recent UN report that accused Israel of apartheid and the report’s subsequent withdrawal. The IBT, however, by way of questionable and biased sources, distorted facts and lack of context, actively promoted the very apartheid libel, which the UN itself had disavowed.



Once again, HR launched a complaint and the story was removed.



## INTERNATIONAL EXPANSION

Last year we set out to better serve our growing Australian and New Zealand based readership through dedicated content and increased media monitoring. HR Down Under is making an impact and achieving positive results.

For example, the Sydney Morning Herald initially refused to correct an error implying that Tel Aviv is Israel's capital. Our subsequent grassroots effort and formal complaint to the Australian Press Council triggered a pre-emptive correction by the SMH, thereby avoiding a formal adjudication by the APC. This success was covered by the **Australian Jewish News**.

In another case, HonestReporting **defended** Australia's Ambassador to Israel, David Sharma, from libelous accusations regarding his relationships with Israeli-based organizations.

HonestReporting received private appreciation from the ambassador for publicly defending him on Twitter and for the more detailed communicate that was published on the issue, which was also republished by **J-Wire**.



HR Brazil's Editor Tamara Stern visited Rio de Janeiro and Sao Paulo, to demonstrate the important work that has been developed in only a short time since the creation of our Portuguese-language affiliate.

Tamara presented HR Brazil's steady growth on social media, highlighted the numerous corrections achieved in the Brazilian media and presented videos specially developed to give the public a greater understanding of the complex and sometimes controversial issues that dominate the discourse on Israel in the media and elsewhere.

HR Brazil, through partnerships with key Brazilian Jewish communal institutions, is now the go-to place for media advocacy for the Brazilian pro-Israel community. Tamara also met with journalists and professionals committed to defending Israel through enlightenment, education and diplomacy in an effort to bring the media closer to us. New ideas and plans were discussed to be implemented in this new year of 2017, making HonestReporting's work more proactive, dynamic and educational.

The important interaction between HonestReporting and its multi-lingual affiliates was apparent this quarter after HR Brazil exposed BBC Brazil's public statement that it would not describe a terror attack in London as "terrorism" on the principle of 'one man's terrorist is another man's freedom fighter.' This, despite the BBC in the UK specifically referring to the incident as a terror attack. HR Brazil and HonestReporting were able to publish pieces in Portuguese and English, taking the BBC to task.



Tamara Stern presents to an audience in Brazil



During her trip, Tamara was featured in the Jewish community's **Alef** magazine as well as being interviewed by the Jewish community's TV show "**Comunidade na TV.**"



# Q1 HR FRANCE

2017



During the first quarter of 2017, HR France has achieved significant corrections from the following media outlets:

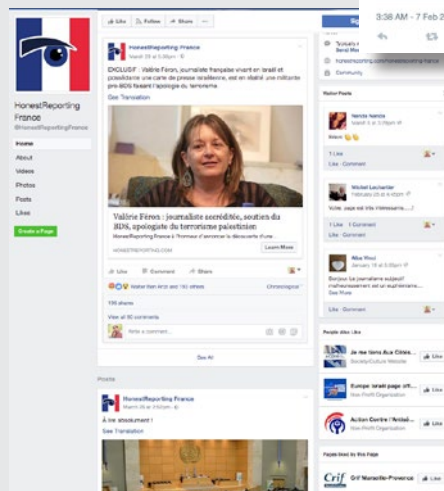
- » **Le Monde x2**
- » **L'Obs**
- » **Le Parisien**
- » **La Dépêche du Midi**
- » **AFP**

For too long, French-speaking journalists have not been held to account for unprofessional or biased reporting. HR France is taking the lead in exposing serious breaches of journalistic ethics. For example, in March, HR France produced a detailed expose of Jerusalem-based Medi 1 journalist Valérie Féron, outing her as an active supporter of the BDS movement. This is expected to have a significant impact on her status as an accredited journalist working in Israel.

Furthermore, HR France is now firmly on the radar of major French Jewish organizations including CRIF (the representative body of French Jewry) as well as the Israeli Embassy in Paris, which have retweeted HR France content on social media.

Increasing numbers of followers have started to turn to HR France as a credible source of analysis on news items to monitor for bias or false information.

HR France has been growing steadily during the first quarter of 2017 and will shortly reach the threshold of 5,000 likes on its Facebook page.



# Q1 GLOBAL LECTURES AND EVENTS

2017



## UPDATE: NEW YORK CITY EXPANSION

The opening of our brand new New York Office has seen a busy schedule of activities over the past few months.

An event graciously hosted by Rebecca and Joseph Harary, brought a renewed commitment from the HR community in New York. Over 25 people heard from our special guest speaker, Shimon Mercer-Wood, Consul for Media Affairs at the Consulate General of Israel in New York, who offered in-depth discussion on Israel's challenges in the media and insights into developments in the region.

In addition, Julie Hazan, HR's East Coast Director, presented HonestReporting's global expansion with new operations covering both France and Brazil. Julie remarked:

"This was a great occasion for the local community to embrace a new vision and the importance of HonestReporting's growth and to turn our spirits to a successful year ahead. We are actively seeking more support, and additional committed board members to lead the soon-to-be Advisory Committee to ensure that our team continues to lead on the front line tackling the mounting media challenges for fair and credible news coverage of Israel."



Shimon-Mercer Wood Meeting

## EYELESS IN GAZA SCREENING

**Eyeless in Gaza** is an award-winning documentary that follows journalists who covered the 2014 Gaza conflict, exposing the biased narrative told by international media through authentic footage and interviews with journalists willing to acknowledge the real story behind the stories.

HonestReporting has been at the forefront of addressing the distorted media coverage of the Gaza conflict and anti-Israel media bias more generally. So it was a natural fit for our New York office to partner with Eyeless in Gaza's producer Robert Magid for a series of **pre-release screenings** in the New York City area.

Two events took place in February, where, following the screenings, Magid was joined for a panel discussion and analysis of the film moderated by HonestReporting's East Coast Development Director Julie Hazan. Panelists included former CNN Mideast correspondent Linda Scherzer, film critic and journalist Alison Bailes, producer and Jewish community leader Morris S. Levy, and Professor Paul Glader, a former Wall Street Journal reporter and head of the journalism program at The King's College in New York City where one of the screenings took place.

Eighty students and scholars at The Kings College were invited by HonestReporting and the Philos Project, not only to see Eyeless in Gaza but also to learn more about media bias against Israel and the work that HonestReporting does to address this.

At the kind invitation of the Jewish National Fund, HR CEO Joe Hyams had the opportunity to meet with staff and lay leadership as well as address a range of public and private audiences in South Florida about our work exposing and defending Israel from media bias.



Robert Magid with Julie Hazan



## Florida

At the kind invitation of the Jewish National Fund, HR CEO Joe Hyams had the opportunity to meet with staff and lay leadership as well as address a range of public and private audiences in South Florida about our work exposing and defending Israel from media bias.



Joe Hyams with JNF Miami-Dade staff and Board of Directors



Joe Hyams meets with JNFutures/Young Professionals in Miami

## Boston

In January, Joe was invited by CJP, Greater Boston's Jewish Federation to lead an advocacy training class as well as addressing a meeting of CJP Young Financial Services (YFS) on the topics of fake news and imbalanced media coverage of domestic and global events.

In addition, Joe spoke to students at the Gann Academy in Waltham, Massachusetts.

## Israel

During the first quarter of this year, HR Managing Editor Simon Plosker spoke to students at the Midreshet Lindenbaum program and a delegation from the Australian Union of Jewish Students.

## INTV

Simon Plosker was invited by the Israeli Ministry of Strategic Affairs to attend sessions at the Innovative TV (INTV) Conference in Jerusalem where industry leaders and innovators discussed modern TV's opportunities and challenges, sharing their visions and insight into the evolving TV landscape. This also involved discussions on media bias including speakers such as CNN President Jeff Zucker, the UK Channel 4's CEO David Abraham and Associated Press Jerusalem correspondent Aaron Heller.



# Q1 HR IN THE MEDIA

## 2017

HonestReporting staff continue to be cited and appear in the media, raising awareness of our activities and expertise, ensuring our goal of promoting wider concern for media standards.

- As Israelis wake up to the impact that negative foreign media coverage is having on their country in the eyes of the world, so the issue of media bias is becoming a news item in itself. Joe Hyams was interviewed in the prestigious Hebrew edition of Globes, Israel's premier financial paper.

On the left of the feature article is an interview with Israel's Minister for Strategic Affairs, Gilad Erdan. While HonestReporting is proud of its independence, we also greatly value our important relationship with Erdan's Ministry of Strategic Affairs, including keeping Ministry staff abreast of developments in media coverage.



- We were greatly saddened by the death of Israel's most renowned photojournalist, David Rubinger, who was a great friend of HonestReporting and a greatly appreciated Mission speaker. Joe's heartfelt and personal tribute to Rubinger became the top item on **The Times of Israel** website and its top opinion piece in the days following Rubinger's death.

- Senior editor Daniel Pomerantz continues to be a regular guest on i24 News.
- Simon Plosker has a weekly slot on South African Jewish community radio station Chai FM, broadcasting to the greater Johannesburg area on the afternoon show.



- In addition, including some already mentioned elsewhere in this report, HR has been cited in the following:

- |                                 |                               |
|---------------------------------|-------------------------------|
| » <b>Gatestone Institute</b>    | » <b>Israel National News</b> |
| » <b>Australian Jewish News</b> | » <b>J-Wire</b>               |
| » <b>Jerusalem Post</b>         |                               |

## CURRENT HEADLINES



### REMEMBRANCE

## Rubinger's moment: A lesson in time

The acclaimed photographer taught him to keep an eye on the edges of a frame, and never to cut off hands or heads

By JOE HYAMS



# Q1 2017

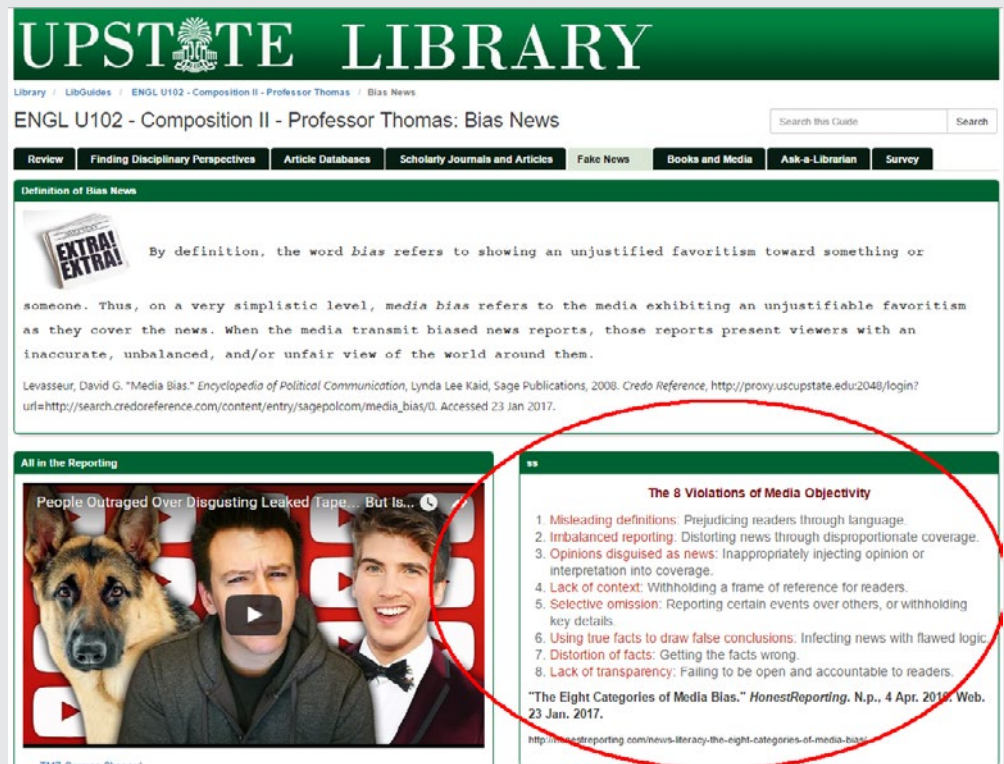
## RED LINES

"The Eight Categories of Media Bias"  
HR's Educational E-Book On Media Bias  
And Ethics



Red Lines continues to be a "must read" for anyone attempting to understand whether the news reports they are reading are accurate or biased. Our educational e-book has garnered wider attention beyond the media's reporting of the Middle East and is being used to teach about media ethics and bias in general.

In the latest example a professor at the **University of South Carolina Upstate** is using Red Lines as part of his course on news and biased media.



## Interns

HonestReporting is delighted to host interns from a variety of programs during the year.

Over the past few months, French native Ilan Mimoun has put his IT and computer programming skills to use helping our tech department as part of his Jewish Agency MASA work experience program with an eye on immigrating to Israel.

In addition, North Carolina native Harrison Friedman has joined us from the post-high school Aardvark program, assisting with content and videos.



Ilan Mimoun



# Q1 SOCIAL MEDIA IMPACT

2017

HonestReporting's metrics on social media continue to grow. Compared with the same quarter last year, growth on Facebook, Twitter and videos has been extraordinary.

## Facebook



### Likes

Q1 2017 **74,000**  
Q1 2016 **58,000** ↑ **27.5%**

### Total Reach

Q1 2017 **5,288,532**  
Q1 2016 **4,458,541** ↑ **18.6%**

## Twitter



### Likes

Q1 2017 **1,100,000**  
Q1 2016 **321,000** ↑ **242.6%**

## YouTube

### Video views

Q1 2017 **482,600**  
Q1 2016 **187,231** ↑ **157.6%**

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*"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



**Tired of seeing Israel slammed in the media?**

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