

Palestinian Media Watch Summary of Activities and Funding Request

Proposed project, goals & objectives, target population

PMW fills a unique role internationally by monitoring, translating, and preparing in-depth reports about Palestinian society, leadership and activities, and bringing the findings directly to decision makers in Israel and around the world. The target audiences of PMW findings and reports now include the Israeli government, the Prime Minister of Israel, parliaments and governments worldwide. This is in addition to intelligence services, journalists, think tanks, academia, Israel advocacy organizations, students' groups, attorneys involved in terror-related trials, etc. PMW's goal is to research all aspects of PA society that the PA controls, and expose fundamental impediments to peace actively generated by the PA, so that those impediments can eventually be eliminated. We monitor official PA daily newspapers, official PA TV, PA schoolbooks and Hamas TV, including sports and cultural activities, PA leaders' statements and activities, children's songs and dance, formal and informal education, children's TV programs and music videos. By doing so PMW is able to report key indicators of intentions and ideology in the PA world. By analyzing what is happening both at the leadership level and at the level of the man on the street, PMW documents both the messages and "input" from the PA leadership to the population, as well as "the output" - how these PA ideologies are adopted and expressed by the population.

In addition to monitoring, translating and analyzing, PMW works actively with decision makers at the highest levels. PMW has been an important resource for the Israeli government, US Congress and members of many parliaments. Numerous parliamentary debates, policy decisions, and legislation have been the direct result of PMW findings and PMW's relationships with the decision makers. The Israeli government now releases a quarterly index measuring PA incitement based primarily on material PMW supplies at quarterly meetings with the PM's office. During the recent fighting against Hamas in Gaza the Prime Minister's office twice contacted PMW for additional material. There is legislation now written for Congressional vote hopefully next year, which prohibits funding of the PA until they stop their hate promotion and terror glorification. The specifics tests of PA fulfillment in the proposed legislation were written based entirely on PMW research. In Britain PMW material has generated numerous debates in parliament and PMW has been invited to meet the Secretary for International Development to discuss the use of UK money by the PA for paying salaries to terrorists and glorifying terrorists. The Dutch parliament passed a motion to suspend funding to the PA if they continue glorifying terror, and PMW has been asked to supply documentation before the coming debates in the Dutch Foreign Affairs Committee discussing next year's foreign aid.

Through presentations, meetings, and contacts with governments and parliaments, PMW exposes fundamental obstacles to peace that are integral components of the Palestinian Authority education, religious expression, culture and even sports. Israel and other countries around the world are acting upon these findings. PMW's goals for 2013 are to increase our monitoring – thus exposing an even greater quantity of significant findings, and to intensify and increase meetings and follow-up with MPs and governments worldwide. Proper exposure of the depths of the problem of these impediments to peace will lead to additional western governments basing policy on a

correct understanding of the PA world. This will inevitably lead to legislation to prevent international funding of hate promotion in the PA, which will be a first and necessary step towards peace.

In addition, PMW findings are distributed to universities, research institutes, an email list of media, bloggers, and the concerned general public, through Facebook and Twitter, assuring that PMW research reaches a wide and varied audience.

The need for the proposed project

Education to peace and coexistence is the major prerequisite to achieve peace. PMW activities are geared toward the preeminent goal of building foundations for a successful and lasting peace between Israelis and Palestinians. By exposing the continued lack of peace education in the PA, and reinforcing and publicizing the positive cases when they do occur, PMW plays the central role of helping to eliminate PA hate and terror promotion.

PMW at the frontline of Israel's public diplomacy:

PMW Director Itamar Marcus serves on a special advisory committee on Palestinian incitement to the Israeli Prime Minister's office. PMW has supplied text, graphics and video material to the Prime Minister's Office for the government's use in negotiations and for meetings in Washington and other capitals. From the feedback we are given, it is clear that PMW material is the central component of the governmental public diplomacy regarding the PA.

In August 2012, the government publicly released its Incitement Index for the first time at a cabinet meeting and to the media. Significantly, its categories and nearly all the examples of PA incitement in the report were based on PMW research and supplied by PMW. **See PMW's translation of the government's Hebrew power point:**

<http://palwatch.org/STORAGE/Bulletins/2012/PMO%20incitement%20index%20oct%202012.pdf>

The day after the report was presented to the Israeli Cabinet, PMW received a call from Director General Yossi Kuperwasser in the name of Prime Minister Netanyahu thanking PMW for supplying the material.

Israeli PM Netanyahu made the following public statement on the importance of the material:

"The index sheds light and helps us prepare ourselves and avoid the mistake of not understanding with whom we are dealing with, who cooperates with and initiates this awful incitement. The Palestinian leadership is bequeathing this incitement to the coming generations... We must bring this to the attention of the governments of the world, especially ahead of the upcoming UN General Assembly."

[\[http://www.pmo.gov.il/English/MediaCenter/Spokesman/Pages/spokehasata120812.aspx\]](http://www.pmo.gov.il/English/MediaCenter/Spokesman/Pages/spokehasata120812.aspx)

In January 2012, the Israeli government used PMW's recently published book ***Deception*** as documentation in negotiations with the PA. The Israeli negotiator Yitzhak Molcho presented a copy of the book to Palestinian negotiator Saeb Erekat as proof of ongoing PA violations of their fundamental commitments. This was reported upon in the Israeli media:

Walla News (Israel):

"In the latest meeting between the special Israeli envoy, Yitzchak Molcho, and the head of the Palestinian negotiating team Saeb Erekat, **Molcho presented Erekat with a book that**

sets forth what Israel defines as severe incitement in the PA... *Deception: Betraying the Peace Process*, was published last month by Palestinian Media Watch." [Jan. 24, 2012]

On Nov. 2, 2012 the government publically released its next Incitement Index and again credited PMW with supplying the information:

"On the heels of PA President Mahmoud Abbas's fiery speech at the UN General Assembly last week, the cabinet on Sunday held a special briefing to highlight and counter "anti-Israeli incitement" in the Palestinian Authority...**A statement issued by the Prime Minister's Office failed to provide detailed statistics and referred media outlets to a Powerpoint presentation produced by a Palestinian media monitoring NGO, Palestinian Media Watch.**" [The Times of Israel, Dec. 3, 2012]

At the press briefing Prime Minister Benjamin Netanyahu said:

"This is additional proof that this is not a dispute over land but a denial of the existence of the State of Israel. Their unwillingness to accept a Jewish state in any borders whatsoever is the root of the conflict. When there is a map that shows Palestine over the entire area of Israel, there is a conflict here over the very existence of the State of Israel in all its territory. The Palestinian Authority is unwilling to move towards accepting the existence of the State of Israel. It is poisoning the Palestinian public." [PM's website]

These government indexes of Palestinian incitement and the repeating statement by the Israeli leadership that direct world attention to PA incitement, as shown are based repeatedly on PMW research. Documenting these fundamental PA violations of the peace process is now Israel's major offensive tool in its struggle for international recognition of the PA ideology and its behavior and education which are the ultimate impediments to peace.

PMW impact at the highest international levels:

In 2011-2012, PMW Director Itamar Marcus and/or senior analyst Nan Jacques Zilberdik have made presentations before members of Congress, members of parliaments of Canada, Italy, Australia, Britain, Holland, Norway, Denmark, Switzerland, and the EU. PMW maintains regular contact with Congressmen, MPs, and government officials, supplying them with PMW material and advising them on policy towards the PA. For 2013, PMW has already received invitations to speak to MPs in the European Parliament, Swedish, German, and Australian Parliaments, while additional presentations in other parliaments are being discussed.

US Congress:

PMW made presentations to members of Congress five times this past year and repeatedly impressed on the members that US money is supporting the entire PA hate and terror glorification machine. In addition, PMW prepared concrete recommendations about what effective legislation must include.

We are pleased that recently, a bill was written and will be proposed shortly that includes virtually all of the PMW recommendations. It prohibits money from going to the PA because it has not stopped incitement. And significantly, should the US President decide to waive the prohibition, he would have to show Congress a series of nine changes in PA behavior that are all based on PMW reports and recommendations. One example: The PA must no longer honor terrorists. Even a single violation like the dozens of violations documented in recent PMW bulletins on the summer camp named after terrorist Mughrabi, the soccer tournament named after 3 terrorists or the weekly

visits of the Minister of Prisoners to terrorists' homes, would keep the PA ineligible for US funding, according to the proposed law.

The bill was co-sponsored by two Democrats and a Republican, and therefore can expect a majority in Congress. PMW recently wrote a detailed analysis of the bill and is working with individual senators to get their support. **See the attachment entitled *PMW Analysis of Royce Berman Engel legislation*.** If this bill passes it will impact not only on the finances of the PA but more significantly, it will highlight the PA violations internationally because of their fundamental undermining of peace.

British Parliament

PMW has already made three presentations to British MPs in 2012. As a result, a sizable number of MPs are defending Israel with solid PMW information to back them up. In Parliament, there have been a series of debates in which PMW findings were cited to challenge the government's funding of the PA.

British MPs launched a strong critique of what they condemned as the pro-Palestinian policies of the Foreign Office, citing these specific PA violations:

"The normally ice-cool [Foreign Secretary] William Hague exploded with rage during an angry showdown with Tory MPs who accused him of being part of a 'bigoted' Foreign Office plot against Israel... [MP] Andrew Percy said: 'We give the Palestinians money to help the poor, but they spend it on hate education.' ... [MP] Robert Halfon told Mr Hague: 'The Foreign Office has not done enough to stop the delegitimisation of Israel. We must speak up for its right to exist.' Right-winger Priti Patel said: 'We must be more critical of the Palestinians for not giving up violence.' And Nick Boles, a close ally of David Cameron, claimed that the Foreign Office had not done enough to condemn the Palestinian National Authority for glorifying suicide bombers." [Daily Mail, March 4, 2012]

All of the arguments made by the MPs were based on PMW material and our contacts with them. PMW recently prepared two special reports specifically for the UK MPs that were presented in UK parliament on Oct. 15 and at think tanks.

European Parliament

PMW gave a presentation to a delegation of European Parliament MPs made up of members of both the pro-Israel and the pro-Palestinian parliamentary friendship groups. The information about the PA, especially its programming for children, so disturbed all the MPs including the Palestinian supporters, that PMW was invited to speak to a joint meeting of the two full friendship groups in European Parliament. The goal is to make an impact and effect change even among the strongest anti-Israel voices in EU Parliament.

Dutch Parliament

Following a PMW report to MPs on glorification of terror by the PA with European and Dutch money, the Dutch parliament passed a motion that if the PA continues to glorify terrorists, Holland will not give any more funding to the PA. We are working now with MPs to document that it continues and to implement the legislation.

Norwegian Parliament

A PMW lecture in parliament in May led to an excellent article in the Norway's largest daily, *Aftenposten*. The article, written in a country that has been very anti-Israel in recent years, is very significant, and the following excerpt of the article is an excellent summary of the PMW message to all MPs:

"The assertion that the PA regularly spreads hatred of Jews was expressed by Itamar Marcus at a seminar in parliament this week. When Palestinian spokespeople speak to the international public in English, they talk about peace and reconciliation. When they talk in Arabic to their own people, the tone is different. In Arabic we find war rhetoric, hatred of Jews, and honoring of terrorists. Marcus believes Norway and the EU have a huge responsibility. Norway is one of the biggest contributors to PA. If Norway continues to let the hate propaganda continue with impunity, Norway will share responsibility for the next war in the Middle East, he says." [Aftenposten, June 1, 2012]

Australian Parliament

After speaking to a delegation of Australian MPs, some of whom supported Israel and others who were not sympathetic, PMW received the following email from an MP:

"Keep up the good work. I am massively pro-Israel but some of the others were very undecided and uninformed before they came here. I think your performance did more to sway them than any other person we spoke to!" Peter (MP, Australia)

In addition, PMW's impact on Australian MPs understanding of the conflict has been highlighted in these news articles in Australia:

"Following a meeting with Palestinian Media Watch, Senator Bilyk said that as a mother, a politician and an early childhood educator she was deeply concerned by the brainwashing of Palestinian children by the Palestinian media and the tendency to treat Israelis as dispensable and disposable. Senator Bilyk said that the concept of brainwashing children from the cradle 'planted seeds of war' and was 'child abuse.'" [Oct. 23, 2011 J-wire news]

"[Liberal MP Bob Baldwin] talked about the organization run by Itamar Marcus whose Palestinian Media Watch monitors Palestinian media and said that the material talks about 'killing Jews.' Shortly after meeting Marcus, Baldwin met with the Governor of Bethlehem who told him how much he wanted peace. He told the meeting: 'I asked him how do you have a passion for peace when you educate your children to kill the Jewish people.'" [Feb. 28, 2012 J-wire news]

Canadian Parliament

In Canada, Itamar Marcus gave a presentation in Parliament and met privately with numerous MPs and government officials, including External Affairs Minister John Baird. The Canadian visit and PMW research material broadened the strong support for Israel. PMW's impact in Canada is exemplified by this story reported in the Canadian Jewish News:

"Immigration Minister Jason Kenney... said he once shared the view that 'Israel is a bully in the Middle East' ... But his worldview changed dramatically after viewing a one-hour presentation by Palestinian Media Watch. It was "an eye-opener."

Today Kenny is one of Israel's strongest and most proactive supporters in parliament, and he openly attributes his change in policy to PMW. In private meetings he has credited PMW's work with his party when they were in opposition for changing around Canadian government policy.

Danish Parliament

PMW's senior analyst Nan Jacques Zilberdik addressed the Danish Parliament's Foreign Affairs Committee. Following the lecture, the chairman of the committee thanked Zilberdik and noted that the information was very important and that they should have invited PMW sooner.

PMW sees as a critical goal for 2013 to follow up, intensify and broaden the relationships with MPs and policymakers in countries where we have a base, and to forge new relationships with additional policy-makers in even more parliaments. This is the key to changing and improving public opinion and political discourse. PMW is uniquely positioned to accomplish this and its success in the past years can be improved upon and expanded.

Internationally significant PMW reports and bulletins

In addition to impacting government policies towards the PA, PMW brings instances of severe PA hate incitement and terror glorification to the attention of the international media. In cases where groups or programs promoting hate incitement receive funding from UN bodies or other foreign governments, the international bodies have been quick to cancel the funding. The following are some examples of PMW impact in this area in the past year:

In December 2011, PMW released a report on the PA and UNESCO-funded youth magazine *Zayzafuna*, exposing an essay that glorified Hitler because he killed Jews to benefit the world. The report generated international outrage from politicians and NGOs and was widely reported upon in the international media:

- US Ambassador to UNESCO condemned the PA and called on UNESCO to "end the international community's financing of such hatred." [Dec. 22, 2011]
- The next day UNESCO did cancel the funding:
"UNESCO is shocked and dismayed by the content [of *Zayzafuna*]... UNESCO strongly deplores and condemns the reproduction of such inflammatory statements in a magazine associated with UNESCO's name and mission and will not provide any further support to the publication in question." [Dec. 23, 2011]
- The Simon Wiesenthal Center, Anti-Defamation League, B'nai B'rith, and the American Jewish Committee and many others all condemned the PA funded publication.

In January 2012, Palestinian Media Watch exposed a speech by the official PA Mufti (top religious authority) that presented the killing of Jews by Muslims as a religious Islamic destiny. Responses to the speech reverberated worldwide, both in political spheres and the international media.

- Israeli Prime Minister Benjamin Netanyahu issued a public condemnation of the speech and directed Israeli Attorney General Yehuda Weinstein to launch a criminal investigation.
[http://www.mfa.gov.il/MFA/Government/Speeches+by+Israeli+leaders/2012/PM_Netanyahu_incitement_Mufti_24-Jan-2012.htm]

- The UN Security Council was apprised of the Mufti's words during a speech given by Israeli Ambassador Ron Prosor. [http://palwatch.org/main.aspx?fi=90&doc_id=6276]
- The UK Minister for the Middle East Alistair Burt condemned the Mufti's words, calling it "Antisemitism, pure and simple." [http://palwatch.org/main.aspx?fi=157&doc_id=6196]
- AP, Reuters, the *New York Times*, the *Washington Post* and the *LA Times* all covered the story.
AP: http://palwatch.org/main.aspx?fi=91&doc_id=6274
Reuters: http://palwatch.org/main.aspx?fi=91&doc_id=6273
New York Times: http://palwatch.org/main.aspx?fi=91&doc_id=6159
Washington Post: http://palwatch.org/main.aspx?fi=91&doc_id=6287

Also in January, PMW reported on a PA TV program that glorified the killers of the five members of the Fogel family in the Israeli town of Itamar in March 2011. This likewise brought immediate and harsh condemnation by Prime Minister Netanyahu and international sources:

PM Netanyahu during his meeting with the Irish Foreign Minister, three hours after PMW sent his office the story:

"The Palestinian Authority's official television broadcasts a glorification of the killers who murdered an Israeli family... they were on official Palestinian television presented as martyrs and heroes... We demand a prompt condemnation; I hope you demand a condemnation because the only way to move to peace is to prepare our people for peace and not for brutal terror."

[Israeli Prime Minister's Office, Jan. 29, 2012,
<http://www.pmo.gov.il/PMOEng/Communication/EventsDiary/eventireland290112.htm>]

In June, PMW exposed a PA TV program that glorified Palestinian terrorists as "the greatest role models for us." While PMW frequently exposes this type of terror glorification, this instance was particularly significant as the program was co-produced by PYALARA, an NGO funded by the EU and other international donors. Within a week, the EU's name and logo were removed from the PYALARA website listing of supporters.

The same month, another NGO, this one funded by the UN, held a puppet show teaching children to carry machine guns instead of smoking cigarettes:

Puppet: "I, and many other youth like me, think that cigarettes will help us to grow, to turn into men. **Jerusalem doesn't need men who hold cigarettes. It needs men who hold machine guns, not cigarettes.**"

[Burj Luq-Luq Social Center Society organization website, accessed June 11, 2012]

Two days after the PMW bulletin the Burj Luq-Luq Social Center's website was shut down. Both exposures received widespread media attention, with *The Washington Times*, *The Daily Mail*, *Russia Today*, and others covering the stories.

The Washington Times: http://palwatch.org/main.aspx?fi=91&doc_id=6978

Russia Today: http://palwatch.org/main.aspx?fi=91&doc_id=7002

The Daily Mail: http://palwatch.org/main.aspx?fi=91&doc_id=6989

Security officials and conferences:

PMW has given lectures to security officials, including FBI and at international conferences. Everywhere, PMW's analysis and documentation is eye-opening and changes perceptions and people's understanding of the conflict.

PMW book Deception: Betraying the Peace Process

In December 2011, PMW director Itamar Marcus and senior analyst Nan Jacques Zilberdik launched their book ***Deception: Betraying the Peace Process***, documenting PA non-compliance with international demands and commitments to which the PA had obligated itself under previous peace agreements. The book has received excellent reviews, from sources across the political spectrum, from Israel's friends as well as those who declare themselves friends of the Palestinians. As mentioned above, ***Deception*** plays a central role in Israel's public diplomacy. Israel presented PA chief negotiator Saeb Erekat with a copy of the book during the January 2012 peace talks in Jordan. In addition, the Israeli government printed 5,000 copies of the books to distribute to members of parliaments, government officials and other leaders around the world.

Specifics on planned activities, timeline, and anticipated outcomes:

As stated, PMW sees a great need to increase these contacts with MPs and governments worldwide during the coming year and we anticipate legislation, and policy changes that can impact the international perception of the conflict. In addition, PMW must continue and expand its impact on the international media. Now following the UN vote on Palestinian observer state status at the UN, PMW documentation becomes even more critical and more central on the international arena.

Growth in 2013

To accomplish these goals PMW must expand immediately.

1. PMW must hire 3 new translators. We need to add monitoring of official PA radio and selective social media of the key PA leaders, Fatah, and others PA organizations. There are now numerous additional important official sources by which the PA sends messages to its people that PMW must follow.
2. PMW must hire additional staff for ongoing research, documentation and writing special in-depth reports. The vast quantity of published PMW findings are being written today by two people, who are also doing the traveling to parliaments, lectures abroad and in Israel, parts of the administration, fundraising etc..
3. PMW already has achieved and built more international political contacts than we can effectively process and follow up. PMW must hire a professional who will be dedicated to initiating, following up and expanding these contacts with decision makers.
3. PMW has been unable to initiate enough active contacts with all the hundreds of key journalists in Israel. Our material gets to the media through email and by phone calls by the current over-worked staff. PMW must hire a media liaison who will initiate and maintain ongoing daily personal contacts with the media so that all journalists will understand that PMW material is essential for all their reporting.
4. Another PMW goal for 2013 is to have PMW findings released more speedily, the same day and even hours after our translators find the material. This is necessary to have greater and timely stories for the media and governments. To accomplish this PMW needs to hire an in-house English translator.
5. Development coordinator. Development, growth and fundraising will be significantly enhanced by having a position for a professional development coordinator. Today these activities are being

done by the director and senior analyst, who are unable to dedicate the necessary time needed for this to be done effectively.

6. Office space and staff. PMW is now working in small office paying no rent, in office space contributed to PMW, which includes three work rooms for our full staff of 14 (including 2 volunteers.) One room of 11x21 ft. has 8 stations (6 Arabic researchers, 1 administrator-secretary, and 1 volunteer Hebrew website administrator), a second room 11x12 ft. has 4 stations (1 Arabic researcher, 1 subtitling and editing station, 1 research assistant – website administrator, and 1 volunteer editor/translator) and the final room, the smallest, is used by the director and senior analyst. (The total space including bathrooms, and a kitchen is 82 sq. met. (883 sq. ft.) PMW office should include ample space for the researchers to work and produce efficiently, a small auditorium to facilitate regularly scheduled meetings and briefings to groups of MPs, journalists, delegations, and others and space for additional staff as described above. This would mean having 160 – 200 sq. met. of office space. Today PMW cannot physically add even one more work station in any of the rooms for the expansion that is needed.

The cost of the new office space rental (including city tax -Arnona) based on estimates between 170 to 200 meters would be \$4,500 to \$6,000/ month or \$54,000 - \$72,000, depending on location, quality, furnishings etc.

7. PMW must raise the salaries of its staff. More than once PMW has lost translators who receive more attractive offers elsewhere. This happened as recently as last month.

Methods of measuring impact and evaluating successes:

PMW will maintain close contact with decision makers all over the world. Impact will be measured by increased debates in parliaments, legislation that is proposed, legislation that passes, increased international awareness, and in media coverage of the centrality of hate education and terror glorification as the basic impediments to peace. PMW will gauge changes in the international narrative to focus on stopping the PA hate education and terror glorification, the true impediment to peace. This is already happening in a few parliaments and in Congress and the goal is to expand this impact – as described above.

Unique capacity of the organization to implement the proposed project and collaboration with other organizations:

PMW is the only organization that examines PA society holistically, producing quality reports that blend the different aspects of education, leadership and culture together, and then brings them to decision makers in a professional and compelling manner. Because our research creates a broad picture of the PA world, PMW is able to produce reports that document the problems in PA society conclusively. In addition, PMW has proven its ability to create professional presentations of the findings, and has been successful in the very challenging environment of parliaments and parliamentary committees around the world. PMW's international reputation and high level contacts will enable us to build on these past successes in the coming year.

PMW collaborates with and supplies copies of our full presentation to all organizations that ask for it. PMW actively collaborates with Stand With US, the Israel Project, ZOA, Honest Reporting, Hasbara Fellowships, AJAC (Australia), AIPAC, Bridges for Peace, CRIF (France), Christians for Israel (Holland), With Israel for Peace (MIFF, Norway) and many more, all of whom are supplied with PMW material and up to date copies of our latest presentations for use in Israel advocacy.

PMW request:



PMW has impacted greatly internationally but must grow in size to achieve its full potential. Our growth objective for 2013 needs a major increase in income to support the growth objectives cited above. Our goal is that the impact we have been having in parliaments, on governments and on the international debate as a small organization, will be magnified in the coming year both qualitatively and quantitatively.

PMW is requesting your support to help us to achieve these goals.

With thanks for your consideration of this request.

Itamar Marcus
Director

Donation Information

PMW receives tax deductible contributions via the Central Fund of Israel [IRS tax ID number -13-2992985]:

Check should be made out to Central Fund of Israel, the MEMO line should include:
"Recommended for PMW"

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