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# The "Soft Warfare" against Israel: Motives and Solution Levers

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**The following document summarizes the main issues and the arising conclusions that were deliberated at the preliminary discussion. The document does not detail all that was discussed and therefore is not binding upon the participants or the Conference's management.**

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## Executive Summary

Incitement against Israel and the Jews has increased over the last few years, as part of a well-orchestrated strategic effort of Israel's opponents who have been manipulating all available international forums to attack Israel on various levels. While this incitement originates from Arab and Islamic roots, it has been winning increasing support in the West, where it builds on the age-old "classical" Western form of anti-Semitism.

This incitement campaign is visible in leading Arab media channels, such as Al Jazeera, and in Western channels that follow suit; in international forums, primarily the United Nations; in trade boycott initiatives, mainly in Europe; in boycotts on Israeli experts and academics in universities and international conventions; in legal action taken to prevent senior Israeli politicians and military commanders from entering into Europe; and other such measures.

Despite the damage that this campaign has been causing, Israel has not yet placed the issue high enough on its agenda. Israel does not have any designated multi-disciplinary agency that can lead the necessary public relations campaign. It has no state-led operative, integrated PR plan, nor is there any entity with effective powers that is in continuous contact with voluntary organizations doing public relations for Israel. Israel's poor public relations system has allowed its enemies to push their messages forth.

The Israeli government must recognize that this is not just another wave of anti-Israeli and anti-Semitic sentiment against the backdrop of some specific Israel-related event. Rather, this is an ever-increasing trend that is eroding Israel's legitimacy in the international arena and creating an opening for an all-out boycott against Israel, modeled after the South African boycott during the Apartheid regime. Israel's approach needs to be revolutionized, and it should create a state-led, integrated capability that can manage proactive public relations instead of solely defensive public relations as we have seen so far.

This also requires structural changes, such as infrastructural research, ongoing monitoring and documentation; immediate professional response; public relations activity in European schools and universities; and legal work, such as efforts to amend current legislation, and filing of lawsuits. On the diplomatic level, such work requires a fundamental transformation of Israel's public diplomacy, such that Israel shall be proactive rather than reactive; that it would prevent the incitement, rather than having to defend against it once it has already been disseminated; and such that it would transfer the battle over public opinion to the opponent's turf. Israel must also show its positive sides, emphasizing its achievements and contributions in science, technology, medicine, agriculture and other fields. Local organizations and individuals in each country, and international organizations, all not necessarily affiliated with Israel or the Jewish community should be mobilized to act against anti-Israeli and anti-Semitic incitement. On the juridical front, legislation prohibiting incitement should be encouraged, and the international law on terrorism should be updated and adjusted, to enable Western countries, including Israel, greater freedom in their war on terror, such that necessary actions are not considered violations of human rights or even war crimes. On the media side, existing media channels in Israel and internationally should be given thought-out and effective input, such that the Israeli narrative is given a voice and in order to undermine the hostile narrative. An additional conducive step would be to set up an Israeli satellite TV channel, renew the Israeli radio's international broadcasts, resume the Arabic-language radio and television broadcasts, which was stopped after the Oslo Accords, and use leading Arabic news websites, especially the more liberal ones, to post responses that can be viewed by wide readerships.

There is broad consensus that a sufficiently-funded government agency is required in order to manage the battle against hate incitement. Such an agency would handle the various aspects involved: religion, international law, politics, incitement, curricula, etc. It would have to coordinate with other government agencies that are involved, and

work together with organizations and persons abroad that will be identified as relevant to this effort. The options discussed so far are: (a) the establishment of a special unit under Israel's National Security Council, which would methodically analyze Arab propaganda and initiate messages which will be systematically disseminated by Israeli spokespersons and by pro-Israeli organizations and activists abroad; or (b) the establishment of an entity within the Israeli intelligence community, which would collect, analyze and disseminate information, initiate "operations" in areas relevant to Israel's PR campaign, and direct the intelligence agencies toward thwarting anti-Israeli public relations campaigns.

## **Background**

Over the last few years, hate incitement against Israel and the Jews has increased, with an intensifying de-legitimization of the national identity of the Jewish people, Zionism and the realization of Zionism in the State of Israel. This incitement is the driving force behind the "soft warfare" well underway against Israel. It is a strategic war, orchestrated by various entities hostile to Israel world-wide, which employ numerous methods to injure the State of Israel (and perhaps the Jewish people as well), undermine its international status and image, and disrupt its ability to act freely. This trend expresses itself in a campaign which de-legitimizes Israel's military policy and diplomacy, and whose most radical manifestation is the denial of Israel's legitimacy as a Jewish state. The "weapons" used in this assault are manifold, including legislative and legal action designed to constrain Israel's diplomatic and military freedom, dissemination of disinformation over the media in order to eliminate public support and the support of governments for Israel, academic boycotts on Israel as a whole and on specific Israeli sectors, and restrictions on the freedom of trade.

- While this incitement originates from Arab and Islamic roots, it has been winning increasing support in the West, where it builds on the age-old "classical" Western form of anti-Semitism. There are several reasons why mainstream media in the West has, in the last few years, been embracing such an anti-Israeli approach that includes clearly anti-Semitic narratives,<sup>1</sup> which the same media channels would have flatly rejected before. The long time that has passed since the Holocaust has dimmed the memory and guilty conscience of the West with respect to pre World War incitement and demonization. Until a few years ago, Western governments and media were led by people who had first-hand recollection of those dark times, and who thwarted similar incitement whenever domestic, Arab or Muslim forces tried to re-introduce it into Western media.
- The media in the West became empathetic to the Palestinian-Arab-Muslim position after a series of events in the first part of the last decade, including 9/11, the war in Afghanistan, the Palestinian struggle (especially the Al Aqsa Intifada) and the War in Iraq. The incitement around these events tied the United States and Israel together, portraying them as collaborators against the Arab and Muslim world.
- An increasing anti-colonial discourse has pushed the West to blame itself for colonial crimes, embracing the imagery and political discourse of the Third World.
- The continued Arab-Israeli conflict and the Western conception of Israel as the stronger and rigid party, enhance anti-Israeli sentiments.

Hatred of Jews and Israelis has deep roots in Islam and the traditions about the annihilation of the Jewish tribes in the Arab peninsula. Throughout history, Jews in the Muslim world suffered many ups and downs because of their status as protégés (Dhimmis), but until the modern era and the establishment of the State of Israel, Islam was never forced to treat Jews as equals or deal with a state entity with qualitative (military, but also economic and scientific) superiority over Islamic countries. For anyone holding an Arab nationalist or fundamentalist Islamic world view, this new reality in which those who should be relegated to second class citizenship have superiority, is extremely hard to stomach. It is therefore hardly surprising that the Muslim Brotherhood has adopted an approach toward the Jews that

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<sup>1</sup> Such as the August 2009 "news" item in the Swedish Aftonblader, reporting that in the early 1990s Israel has was trading in Palestinian organs.

is fundamentally similar to that of modern European anti-Semitism. This adoption of originally Western anti-Semitic argumentation has also revived anti-Semitic literature in the West<sup>2</sup>, after this literature had been rejected there since the Holocaust.

Since its inception, Israel has failed to adequately prioritize the treatment of incitement and hate, and to mobilize significant international support for the Israeli cause. Even in the height of the peace talks, Israel tended to acquiesce to violations of the "spirit of peace" in the form of incitement and demonization of Israel and the Jews. Instead, it placed more emphasis on the formalities of the peace treaties. Those sections in the peace agreement with Egypt and in the Oslo Accords which pertain to incitement and propaganda were not perceived as operative, and default was not considered a material breach. Israel's forgivingness was not in a void; Western countries, which were also the subject of extreme propaganda by religious establishments in Muslim countries, never put these issues on the diplomatic agenda, and did not initiate any crisis even when these establishments encouraged terror attacks in the West. Israel and the other Western countries accepted the argument of Muslim regimes that it was imperative to allow the public to "let off steam". But in reality, such silence in the face of incitement in the Middle East (and Pakistan), enabled its exportation to Muslim communities in the West and its dissemination even into Western public opinion, where empathy toward the Palestinian-Arab-Muslim narrative was increasing.

Israel's foreign affairs system and defense community do not have designated multi-disciplinary entities that are capable of managing the necessary public relations campaign. While the Ministry of Foreign Affairs is charged with explaining Israel's policy, and the IDF Spokesperson explains the IDF's moves, no comprehensive, integrative public relations policy exists. Furthermore, the efforts of the Ministry of Foreign Affairs to show Israel's side, will not succeed unless adequate ammunition is supplied in real-time by the intelligence and defense community. Also, public relations work does not always have to be done by official Israeli entities; there is currently no appointed coordinator to maintain ongoing contact with the various voluntary organizations and individuals involved.

## **Characteristics of the "Soft Warfare"**

### **Actions Aimed at Isolating and Boycotting Israel**

The most traditional manifestation of the anti-Israeli campaign waged in international forums, is in the United Nations (and its various arms), which functions as a political forum in which the Arab-Muslim bloc has an automatic majority, enabling the initiation and passing of double-standard anti-Israeli resolutions. This automatic Arab-Muslim majority also exercises its power in other international organizations. Moves designed to injure Israel are taken also by various countries, through trade boycott initiatives (mainly in Europe), academic boycotts of Israeli experts and academics in universities and international conventions, legal steps to prevent senior Israeli politicians and military commanders from entering into Europe, etc. These moves, which are usually led by Arab and Muslim entities, are made possible, among other reasons, by a widespread ignorance of the actual facts and as a result of an effective and brutal Arab and Muslim propaganda.

Western acceptance of this double standard stems from its realpolitik policy—the result of Western ties with Arab and Muslim countries on the one hand and large domestic Muslim communities (mainly in the UK, the Netherlands, Germany, Belgium and France) on the other. However, these Western countries do not publicly share their realpolitik considerations. Israel would be well-advised to expose this Western policy as appeasement measures toward the Muslims.

### **Incitement on Arab Media**

News channels geared toward the West, such as Al Jazeera (Qatar), Al Manar (Hezbollah), Al Arabiya and others, send a threefold indoctrinating message of Arab-Muslim hate: de-legitimization of Israel, dehumanization of the Jews,

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<sup>2</sup> Books such as "The Protocols of the elders of Zion" and "Mein Kampf" became most popular.

and demonization of Zionism. Reporters from Al Jazeera and other such channels are not committed to the truth or to balanced reporting, as the standards of Western media would require. The Arab media is a clear-cut propaganda tool. If there is any difference between the various Arab-Muslim channels and networks, it is minute. These networks, led by Al Jazeera, which repeatedly call for a war of Jihad on Israel, have exploited the license that Israel has given them to operate from its territory during Operation Cast Lead (January 2009) in order to disseminate anti-Israeli propaganda. In the Arab world, Al Jazeera is perceived as a reliable and truth-reporting network, because it lashes not only against Israel, but also (and in fact primarily) against Arab leaders. In interviews, its reporters present their questions in a manner that is slanted against Israel, channeling their interviewees to speak against Israel. Arab countries such as Egypt and Tunisia have shut down Al Jazeera's offices in their jurisdictions, after the network's severe criticism of their leaders.

Alongside the incitement on media channels budgeted and controlled by Arab and Muslim entities, there is also incitement on Western media channels, even those broadcasting in Arabic. For example, the anti-Israeli statements on the BBC in English need not be seen simply as an attempt to appease Arabs and Muslims, but also as expressions of deeply rooted European motives.

### **Incitement on the Palestinian Media (the Palestinian Authority)**

Where it comes to Israel, the policies of Palestinian media are similar to those of other Arab channels. Officially, the Palestinians attempt to conceal from the international public opinion messages of hate emanating from the Palestinian Authority (the "PA"), which is perceived in the West as controlled by moderate factions (Abu Ma'zen and the Fatah). For example, PA propagandists did not share with the world the contents of the 6<sup>th</sup> Fatah convention of November 2009. The official report was that the Fatah had forsaken armed war against Israel, but leaks from the convention, which was behind closed doors, indicate that the recently-elected leadership has not abandoned the traditional terminology of an armed struggle and a war of Jihad on Israel. While PA officials such as Sultan Abu Al-Einen, Tawfiq al Tirawi and Jibril Rajoub spoke about the need to resume suicide bombings (*amaliyyat istishhadiyya*), Palestinian and Arab media tried to whitewash these facts, and did not make truthful reporting, in order not to put the PA leadership in an awkward position. Another term in the Palestinian discourse that has gained popularity in Palestinian media (and which came to the forefront in this convention), is the need for a popular intifada (*intifada sha'abiya*), a term that the West also perceives as part of a legitimate war of freedom.

The Israeli government-led system did not cover even one tenth of the events of the Fatah convention, and the coverage that was provided was too little and too late. The Palestinian elections are approaching, and the PA in the West Bank feels committed to sounding a more radical voice and to making stronger anti-Israeli statements, as part of the battle over domestic public opinion. This explains the aggressive stances of various figures such as Azzam El-Ahmad, who said at the convention that the Palestinians should not recognize the State of Israel.

### **Incitement in Palestinian Textbooks**

Hate incitement against Israel also plays a key role in all textbooks of the PA. Studies of the textbooks distributed by the PA's Ministry of Education and the Ministry of Trusts (the PA in the West Bank) shows that although in certain periods, slight and minor changes were made in the scope of incitement, the level of incitement that existed under Arafat's rule has since been reinstated. Palestinian textbooks blatantly de-legitimize Israel, ignore the sanctity of Jewish places of worship in the West Bank (Judea and Samaria), demonize the Jewish people, provide a one-sided description of the Israeli-Palestinian conflict and conspicuously refrain from advocating a peaceful relationship with Israel. Furthermore, they call for a continued war of Jihad and struggle to free the Palestinians from Israeli occupation, stating that this struggle shall not end even once Israel has withdrawn to the 1967 borders.

### **Hamas Incitement**

The Hamas competes with the PA over Palestinian public opinion, and the education system that it runs in Gaza also includes unmitigated incitement against and unequivocal de-legitimization of Israel. The textbooks used in the West Bank are also used in Gaza, but most of the teachers in Gaza identify with Hamas and its ideology, and impart this radical ideology to their pupils. This is compounded by the propaganda on the media channels (radio and television) of Hamas and Hezbollah, and on Al Jazeera.

## **The Role of Israeli NGOs in the Dissemination of Hate**

Oftentimes, false or manipulative information, which includes implicit incitement against Israel, originates from foreign and pro-Palestinian Israeli non-governmental organizations (NGOs). Such organizations sometimes obtain funding from European governments, making these governments the unwitting supporters of anti-Semitic and anti-Western propaganda. It is estimated that such hate-spreading NGOs receive some 50 million Euros every year.<sup>3</sup>

### **Israel's Public Relations**

Israel's public relations system is slow to respond to the challenges, and is inadequately equipped to provide timely responses, so that once a response is finally formed—it is too late. Because of its relations with certain Arab countries, Israel hesitates to criticize them over Western media or with the political ranks in the West. Therefore, these regimes enjoy a de facto immunity against their incitement policy. Consequently, they have even freer rein to support the extremists and their incitement, which they do in order to minimize domestic opposition to their own regimes. Whenever Israel diverged from this policy and put the campaign against anti-Semitic propaganda on the international agenda, it managed to mobilize the support of pro-Western regimes.

## **Solutions—A Preliminary Proposal**

Before any revamping is made to handle the "soft warfare", the Israeli government must recognize that this is not just another wave of anti-Israeli or anti-Semitic protest against the backdrop of some event associated with the State of Israel. Rather, Israel's approach must be revolutionized if it intends to adequately deal with this phenomenon, which infringes upon Israel's political, diplomatic and military freedom. Israel must build integrated non-military capabilities to defend against the onslaught on its civilians and military, and take proactive measures against its foes, which employ non-physical measures that are nonetheless detrimental to Israel's national security.

### **Routes of Operation**

#### Research, Writing and Documentation

1. Research to identify all the key players that initiate and generate hate (as compared to those that disseminate it), with a breakdown by country, religion and ethnicity, in order to analyze their motivations and objectives, estimate the threat and consider possible ways of handling each.
2. Together with academia in Israel and abroad and with pro-Israeli organizations abroad, systematic, ongoing research, of all anti-Israeli publications, including media analyses, reports, boycotts and on-campus activities, and immediate responses and counterattacks.
3. Systematic research of international conventions, international treaties, resolutions, terror-related treaties and documents on the subject of genocide, human rights, etc.
4. Identification and exposure of and levying pressure on the sponsors of the inciters.
5. Mapping the pro-Israeli and pro-Western NGOs, and tapping into their services in order to convey truthful reports and messages to their audiences.
6. Documentation, cataloging and archiving (in a designated archive) of counter-incitement measures, and setting up an efficient retrieval system that will enable real-time use of the documented materials.

#### Education

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<sup>3</sup> For example, consider several European Christian groups that operate in Israel on behalf of their respective churches, and serve as aid agencies directly supported by European governments: Diakonia from Sweden, Trocaire from Ireland and Christian Aid from the UK. For further details, see: <http://www.ngo-monitor.org/article/diakonia>  
<http://www.ngo-monitor.org/article/trocaire>  
[http://www.ngo-monitor.org/article/christian\\_aid\\_uk](http://www.ngo-monitor.org/article/christian_aid_uk)

1. Proactive public relations in schools and universities in Europe, to be conducted by speakers of the applicable foreign languages. Such public relations should cover both the subject of Israel and its history, and the subject of radical Islam and the dangers it unfolds.

#### Law

2. Creating a connection between the de-legitimization campaign against Israel on the international media, and the legal arena. Juridical ways must be found with which to battle the legal steps taken by pro-Palestinian groups in Europe against Israeli political leaders and military commanders.
3. Filing action, both by the Israeli government and by independent entities in Israel and abroad, against media networks, publications, NGOs and individuals that make defamatory reports, could be one of the most effective routes in the fight against incitement. NGOs can be established in the applicable European countries, which would retain the services of local lawyers to hold a counter-campaign and methodically file lawsuits against Palestinian leaders of terror organizations for their roles in the encouragement and implementation of terrorism against civilians. Existing friendly NGOs can also be mobilized.
4. Research and coordination work regarding incitement laws in various countries, and adaptation of such laws to the current situation. In some cases, local organizations should be contacted to petition their governments to enforce the law. For example, governments should be prompted to enforce the prohibition on the entry of certain persons, or even demanded to put them on trial for incitement, especially in connection with publications printed or distributed in that country, whether out of a forgiving attitude toward Arabic literature, which is perceived as legitimate and authentic, or whether because it is unintelligible to non-speakers of Arabic.
5. Levying pressure to amend the law, as seen in Belgium, Spain and recently also in the UK. International law on terrorism should be updated and adjusted to enable Western countries, including Israel, greater freedom in their war on terror, such that necessary actions are not considered violations of human rights or even war crimes. Non-government entities that are hostile to Israel ( Hamas, Palestinian Islamic Jihad, Hezbollah and Al Qaeda) have been manipulating the loopholes in international law to injure and isolate Israel, while they act with impunity, "free" from the restrictions of international law, although in reality they are violating its letter and certainly its spirit. To this end, Israel should work together with the United States and other NATO members fighting in Afghanistan, whose former politicians and military commanders might also be indicted under the principle of universal jurisdiction.
6. Increasing the presence of Israel's juridical narrative in legal literature. To date, law journals that address the Israeli-Palestinian conflict, have been doing so mainly from the pro-Palestinian perspective. There is no book about international law and Israel, so that the Palestinian narrative has the spotlight in the academic arena of international law. NGOs should be propelled to fund research of the conflict that would provide a clear presentation of the Israeli narrative.

#### The Political Arena

1. A fundamental transformation of Israel's public diplomacy, such that Israel shall be proactive rather than reactive; that it would prevent the incitement, rather than having to defend against it once it has already been disseminated; and such that it would transfer the battle over public opinion to the opponent's turf.
2. Israel's public diplomacy must be changed such that it is more aggressive toward incitement within countries with which Israel has peace agreements and within the PA. Israel must also be more adamant in its treatment of incitement in the West, which tends to overlook such incitement as long as it does not target the host country directly, and in some cases even indirectly supports such incitement by funding textbooks that preach for hate.
3. Showing Israel's positive side, emphasizing its achievements and contributions in science, technology, medicine, agriculture and other fields.



4. Non-Jewish individuals, international organizations and non-Jewish organizations from various other countries should be mobilized to act against anti-Israeli and anti-Semitic incitement.

#### The Media

1. Existing media channels within and outside of Israel should be given thought-out and effective input, such that the Israeli narrative is finally heard. To this end, Israel can work with Jewish and non-Jewish academics and public relations experts in the various territories, who speak the local language.
2. Setting up an Israeli satellite TV channel that can deliver the Israeli narrative and counter the hate messages. Jewish donations in Israel and abroad can facilitate this. The idea is to create a channel modeled after Al Jazeera, which would broadcast in English, Arabic, French and even Russian. A proposal has been made to ask those Arab countries with which Israel has diplomatic relations, to enable the creation of an Israeli satellite channel, which would be transmitted together with the Arab satellite channels (like the Egyptian NileSat) and would enable the delivery of information about Israel, in Arabic. The United States administration could also be invited to urge the Egyptian government to permit this, as part of the normalization between Israel and the Arab world.
3. Renewal of the Israeli radio's international broadcasts such that they can be available to listeners in the Arab world, and resumption of the radio and television public relations in Arabic, which were stopped after the Oslo Accords.
4. Use of leading Arabic news websites, especially the more liberal ones, to promote Israel's messages and refute lies and message of hate against Israel. A blog can be created on which articles can be posted and responses can be made to Arab and Muslim allegations. Websites such as Ilaf, Al-Sharq Al-Awsat and Al Hayat, which have millions of readers, can be used to post articles and responses.

#### Tailoring the Message and Terminology to the Target Audience

The message and terminology should be adjusted to each specific target audience:

1. The Palestinians, the Arab states, and Islamic circles. These circles are ignorant about Israel, its policy—as implemented in reality, and Jewish history, as they are fed by anti-Israeli Palestinian, Arab and Islamic sources. Most of the material published in Arabic about Israel and the Jews, is biased and distorted, and fails to mention even that the Koran itself speaks of the right of the Jews to the Land of Israel. At the same time, these circles are eager to know more about Israel and the Jews. The media efforts directed toward Arab circles should be tailored to the terminology with which they are familiar, avoiding use of patently Western terminology; Arabs, Muslims and their values should be treated respectfully, as equals; emphasis should be given to the values that Judaism and Islam share. Israel should push for maximum coverage in Arab, Muslim and Palestinian media. In addition to such contemporary responses, Israel should disseminate elementary material about Israel and Judaism via all possible conduits, including libraries.
2. Positive ideas emanating from the Arab world should be encouraged and integrated into the Israeli discourse. There are some Palestinian and Arab moderates who are happy to cooperate; Israel should embrace the opportunity.
3. The West. The public in the West, and especially European members of parliament, are usually not familiar with Israel's policy as it is actually implemented. Their acquaintance with Israel is, in most cases, through media coverage of negative events, often delivered via biased Palestinian and Arab sources.
4. Western decision makers and the public should be addressed with a terminology that expresses the cultural and liberal values for which the West stands. The values of radical Islam, which are diametrically opposed to those of the West, should be emphasized. The links of entities that preach for hate, corruption and terror should be publicly exposed. For example, hate propaganda in school textbooks should be denounced as child abuse, as was the response of the U.S. Secretary of State, Hillary Clinton, when she

saw these materials.<sup>4</sup> Use of Western terminology such as "child abuse", or "fight against religious fanaticism", could help Israel to convey its message and convince Western public opinion of its just cause.

5. Hate inciters should be de-legitimized and discredited by exposing their non-credibility; their affiliation with radicals (neo-Nazis, Al Qaeda); their ties with Saudi Arabia, Iran, the Islamic Brotherhood, etc.; the fallacy of various of their statements, unrelated to Israel or the Jews. It would be best to have credible, internationally-renowned individuals and organizations send such messages against the inciters. Facts should be provided to refute the inciting statements and expose inciters' attempts to hide behind seemingly positive imagery.
6. International Organizations. The United Nations and other international organizations have, for generations, been taught that Israel is a rogue, imperialistic, colonialist state. In these arenas, the Arab and Muslim bloc usually has an automatic majority in resolutions that coincide with the Arab-Palestinian position. Israel should give more importance to developments at the United Nations, and should employ Jewish NGOs to systematically lobby the relevant decision makers and transform the attitude toward Israel.
7. The Third World. Israel has for years given low priority to its relationship with these countries, which have been rallied by the Arab and Muslim world to support anti-Israeli resolutions in international forums. Israel should prioritize African and Latin-American countries in order to weaken the automatic majority against it in the United Nations and other international organizations.

### **Organizational Preparedness**

Most of the persons currently involved, agree that a sufficiently funded, government agency is required in order to manage the battle against hate. Such an agency would handle the various aspects involved: religion, international law, politics, incitement, textbooks, etc. It would have to coordinate with other government agencies that are involved, and work together with organizations and persons abroad that will be identified as relevant to this effort.

The options discussed so far are:

1. A special unit under Israel's National Security Council, which would formulate and manage a public relations strategy, to be carried out by Israeli spokespersons and by pro-Israeli organizations and activists abroad.
2. An entity within the Israeli intelligence community, which would collect, analyze and distribute information, and initiate "operations" in areas relevant to Israel's public relations campaign. Such an entity could incorporate functions currently handled by the Intelligence and Terrorism Information Center (Malam) and cooperate with other collection agencies, such as MEMRI; identify intelligence and operational materials that might support Israel's public relations; and recommend the release of such materials to the public. It would define key intelligence topics for the intelligence community, and direct the intelligence agencies to thwart anti-Israeli propaganda efforts. Setting up such an agency would require special personnel, including speakers of Arabic and other relevant languages, and jurists.

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<sup>4</sup> Ms. Clinton made this comment in 2007. See: [http://www.palwatch.org/main.aspx?fi=91&doc\\_id=801](http://www.palwatch.org/main.aspx?fi=91&doc_id=801)