

PROMOTING TRUTH ABOUT ISRAEL



PROJECTS & PROGRAMS

“CAMERA has battled its way into the psyche
of the mainstream media.”

—*The Boston Globe*



COMMITTEE FOR ACCURACY IN MIDDLE EAST REPORTING AND ANALYSIS

WHAT IS CAMERA?

The Committee for Accuracy in Middle East Reporting and Analysis (CAMERA) is an international organization dedicated to promoting accurate, balanced and complete media coverage of Israel and combating defamation of the Jewish people. Aware of the vital role of the mass media and academia in shaping public perception and public policy, CAMERA was founded in 1982 to educate the public—journalists, news consumers, academics, students, church members and various other faith communities—about the complex issues related to Jewish history and the State of Israel. Today, CAMERA is the world's oldest and largest media monitoring and educational organization focused on the Middle East, with multilingual departments and offices in the US and Israel.

CAMERA is a non-profit, tax-exempt and non-partisan organization under section 501 (c)(3) of the United States Internal Revenue Code. CAMERA/Presspectiva is a registered non-profit organization in Israel. The various departments, events, campaigns, publications, and campus programs are funded by contributors.

CAMERA AND THE MEDIA

Public opinion ultimately shapes public policy. Defamatory news coverage threatens Israel's survival and fuels antisemitism. In response, CAMERA's international staff work together to alert the media to errors, omissions and distortions through intensive monitoring, direct interaction with media executives, wide-ranging published exposés about bias, advertising campaigns, research reports and grassroots letter-writing and activist campaigns. Using strategies honed over forty years, CAMERA brings positive change in today's global news environment.

RESEARCH. CAMERA's research analysts continuously monitor major media outlets in North America, the United Kingdom, Spain, Latin America, Israel, and the Arab world — identifying problematic coverage, fact-checking the reports and refuting distortions with evidence.

INTERVENTION. Much of CAMERA's most important work occurs behind the scenes. Analysts communicate daily with reporters, editors, producers and bureau chiefs to prompt corrections to false claims about Jews and Israel. These corrections have *forward* impact, deterring repetition of the errors in future reports and studies.

PUBLIC ACTIVISM. CAMERA mobilizes its tens of thousands of activist supporters through social media and email action alerts and advertising campaigns that communicate concerns to news outlets and academic institutions. Pro-Israel letters found in the editorial pages of major newspapers, as well as insightful tweets and Facebook and Instagram posts, are often written by CAMERA's media response team.

WHAT MAKES CAMERA DIFFERENT?

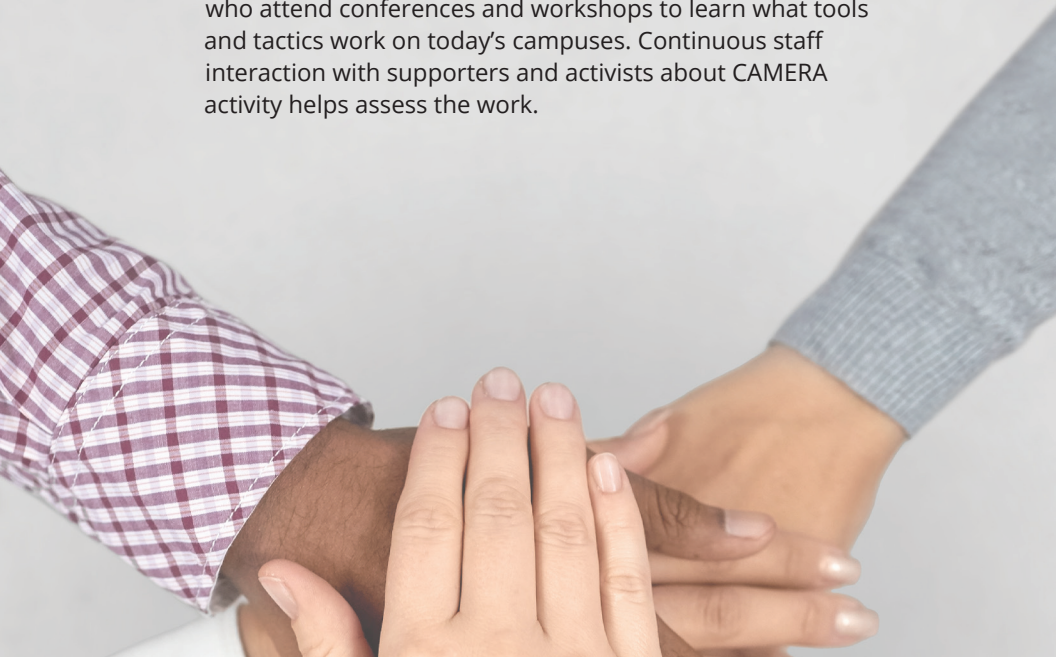
CAMERA adds an important and unique service in the defense of Jews and Israel, according to feedback from Pulitzer-prize winning journalists, editors, prime ministers, diplomats, professors, students, and partner organizations.

- **We leverage our 40+ years of experience with leading media outlets to improve coverage and commentary.** Much of our best work is behind-the-scenes, emailing, calling and meeting with senior editors.
- **We monitor, expose and challenge media bias in four languages.** Our staff engage with the North American, Spanish, British, Hebrew, and Arabic media worlds. Our offices in the United States and Israel ensure that our staff are literally working around the clock.
- **We provide analysis and monographs, which are used in advocacy and policymaking.** Journalists, activists and government officials use our scholarship as a resource.
- **We train and financially support students on campuses across the world, offering them the support of CAMERA's research staff.** Because we are not just a campus group but also a research organization, the students we support enjoy special access to our scholars, information, and media networking.

HOW WE MEASURE SUCCESS

CAMERA's media monitoring, research, and campus work entails setting goals, assessing results and constantly innovating to improve and refine the outcomes.

- **Successful methods and strategies have been created and honed over decades.** CAMERA originated the research and activist approach to holding journalists accountable to their own professional standards of accuracy.
- **Metrics of success can be quantified in some degree according to numbers** of corrections elicited, numbers of articles and studies published, numbers of students engaged and numbers of educational events held.
- **Feedback on programs and campaigns enables assessment.** CAMERA provides formal surveys to students who attend conferences and workshops to learn what tools and tactics work on today's campuses. Continuous staff interaction with supporters and activists about CAMERA activity helps assess the work.



CAMERA DEPARTMENTS AND PROJECTS



NORTH AMERICAN MEDIA

CAMERA's North American department monitors influential media outlets in the United States and Canada, countering media distortions, stopping falsehoods, reversing bad coverage, and educating the public about Middle East issues. Influential media include *The New York Times*, *The Washington Post*, *The Los Angeles Times*, CNN, Fox News, MSNBC, PBS, NPR, The Canadian Broadcasting Corporation (CBC), *Time*, *Newsweek*, *National Geographic*, *Teen Vogue*, *Politico*, *The Hill* and many others. Through direct interaction with media executives and Alerts that mobilize thousands of followers, CAMERA redresses damaging, false assertions about Israel and the Jewish people.

Visit [camera.org](https://www.camera.org) for more information about CAMERA's vital work in North America.



SPANISH MEDIA

Spanish is the world's second most-spoken language. It's dominant not only in Spain and South America but also among US Hispanics, the second-largest ethnic group in the country. Latinos are also key influencers in American political life. Unfortunately, Spanish-speaking media often display anti-Israeli bias that requires knowledgeable, native speakers who understand Spanish culture as well as knowing facts about Israel. To expose and combat bias, CAMERA's Spanish-speaking team monitor major Spanish media and relevant American domestic media, counter error and bias, meet with editors, publish extensively, and conduct seminars and lectures. CAMERA's Spanish department that counters egregious falsehoods and bias and produces positive educational material is the only one of its kind in the world.

Visit [CAMERA-esp.org](https://www.camera-esp.org) for more information on CAMERA's important work in Spanish.

BRITISH MEDIA

CAMERA's British department works daily to elicit improved coverage and corrections from major media outlets in Great Britain and Ireland, including especially the BBC and *The Guardian* — two culturally influential news producers that frequently get it wrong about Jews and Israel. With the sudden eruption of antisemitism in the United Kingdom in recent years, CAMERA intensified action to fight, rebut and remove anti-Jewish falsehoods in the media that affect the views of millions of people. Lies about the Jewish people and Israel – such as defamatory claims that Israel is an apartheid state and “disproportionate” in responding to rocket fire from Gaza – continue to poison British public opinion. Combatting British media bias is therefore vital to alleviating the misconceptions that fuel anti-Jewish bigotry.

Visit camera-uk.org for more information on how CAMERA is exposing and combatting misinformation in the British media.



A young girl wearing a dark beret and a light-colored jacket is shouting with her mouth wide open. She is holding a newspaper in front of her. The background is a wall with large Hebrew letters. The image is in black and white with a blue tint.

HEBREW MEDIA

CAMERA's Hebrew department monitors the Israeli press and counters misinformation published in Hebrew. All too often, inaccurate reports defaming Israel originate in the local Israeli press, primarily *Haaretz*, with its influential English-language edition, and spiral outward to media outlets around the world. When foreign journalists, researchers, policy makers, and students read distorted, erroneous reports about Israel in the Israeli press, they tend to accept the claims precisely because the reports originated from an Israeli source. CAMERA's Hebrew-speaking staff push back against these homegrown sources of misinformation, demand media corrections, and promote and distribute factual Israeli reporting to foreign journalists. CAMERA's Israeli staff have a double task of also educating the Israeli public about the uniquely toxic impact of bias originating in Israel.

Visit presspectiva.org.il for a view of issues current in the Hebrew media.

ARABIC MEDIA

CAMERA's Arabic department monitors the Arabic versions of major Western media outlets, including the BBC, Sky News, CNN, Agence France-Presse, France24, Associated Press, Reuters, and Deutsche Welle. Reproducing CAMERA's successful practices in English media, the Arabic-speaking staff are establishing relationships and communicating privately with reporters and editors to seek corrections, to advocate for objective language, and to urge coverage of newsworthy items that are otherwise ignored in the Arab world. In this way, CAMERA is educating millions of news consumers directly by presenting the facts about Israel in Arabic via websites, social media, interviews, and public programming.

Until now, no organization monitored Arabic-language media for accuracy and adherence to professional codes of journalistic practice. Other excellent organizations monitoring Arabic-language media, such as MEMRI, are doing vital but different work, providing translations of Arabic-language media reports. CAMERA's Arabic project has an entirely different objective and complements but does not overlap with MEMRI and other related groups.

— CAMERA Executive Director Andrea Levin

Visit camera-ar.org for more information on CAMERA's crucial media work in the Arab world.





CAMERA EDUCATION INSTITUTE

The CAMERA Education Institute, housed in CAMERA's Boston headquarters, serves as the center for a coordinated effort addressing biased depictions of Israel in K-12 schools and on college and university campuses in the United States and abroad.

The mission of the CAMERA Education Institute is simple: to ensure student learning environments are free of anti-Israel hostility and antisemitism. To accomplish this, CAMERA monitors the school experience, which means evaluating institution-sponsored programming, classroom syllabi and faculty activity. We document and analyze teaching materials, activities of anti-Israel campus organizations and their online programs and learning platforms.

CAMERA FELLOWS Students across North America, the UK and Israel are accepted to the CAMERA Fellowship program after an intensive interview process where the students showcase their knowledge on the Arab-Israeli conflict and their interest in publicly educating their peers on Israel.

The CAMERA Fellowship is a year-long program, beginning first with its annual international leadership conference in Boston where students receive training on how to identify media bias, to write articles, to debate, and to engage with student government. The Fellows receive a stipend and one-on-one mentorship and skills-training from senior staff who teach them how to identify and respond effectively to bias against Israel in campus newspapers, in classroom syllabi and during events with external speakers. CAMERA Fellows are required to write three opinion columns and news articles while CAMERA staff guide them in the process of getting published in campus papers and outside news outlets. CAMERA Fellows also receive training in event planning, in learning how to hold large-scale events in collaboration with other student organizations at their universities, as well as how to run focused workshops. Students in CAMERA's Fellows program graduate with both new knowledge and skills that aid them in any job field they pursue.

CAMERA ON CAMPUS COALITION CAMERA supports students in North America, UK, and Israel who are creating and operating independent pro-Israel groups. We provide resources, guidance, activist training, and financing to make the groups a success. Once formed, we ensure these groups receive funding for exciting speakers and films; support for planning and managing Israel Independence Day events; and 24/7 help in addressing Middle East distortions in campus publications, fliers, rallies and classroom teaching. Students learn to defend Israel publicly and confidently against hostility on campus. CAMERA teaches students how to build strong organizations, run exciting campaigns, use social media to expand the impact of their programs, recruit new students to stand up for Israel, and take strategic action in countering anti-Israel propaganda while promoting truthful, pro-Israel messages. In addition to providing students and administrators with facts about Israel, independent student groups help CAMERA identify and recruit the best and brightest Zionist students on campus to apply for the CAMERA Fellowship program.

Visit cameraoncampus.org to learn more about our programs and to follow our blog featuring articles by CAMERA Fellows.

CAMERA EDUCATION INSTITUTE (CONT.)

U.S. higher education is contaminated academically on many campuses by anti-Israel bias. But similar bias has also reached middle and high schools. American children are exposed to distorted messages about the Jewish state and false information about the Arab-Israeli conflict *before* they even get to college. To attack this problem, CAMERA has developed a national strategy, which includes:

- Exposing the problem of bias in American public schools.
- Documenting the issue nationally and maintaining a hotline.
- Spearheading regional meetings, lectures, and workshops.
- Providing objective educational materials about the Arab-Israeli conflict for schools and parents.

CAMERA documented anti-Israel bias in the Newton, Massachusetts school system in an influential monograph entitled *Indoctrinating Our Youth: How a U.S. Public School Curriculum Skews the Arab-Israeli Conflict and Islam*.

Visit cameraed.org.



A woman with a ponytail is seen from behind, holding an open book. Next to her, a man wearing a white kippah and glasses has his hand pressed against a rough stone wall. The background is a textured stone wall.

CAMERA'S PARTNERSHIP OF CHRISTIANS AND JEWS

Efforts to delegitimize Israel among Christians, both within Evangelical and mainline denominations, are growing. CAMERA's *Partnership of Christians and Jews* counters deceptive anti-Israel campaigns aimed at eroding traditional Christian support for the Jewish state. CAMERA's Christian department promotes Jewish-Christian bonds and cooperation, exposes the roots of the assault on Christian support for Israel, and equips Christians with the knowledge to refute the anti-Zionist agenda. The department also provides educational and financial resources for activists who need pro-Israel speakers, films, books, articles, events, conferences, rally material, and the expertise of CAMERA's trained, professional staff.

CAMERA's *Partnership of Christians and Jews* helps local churches...

- Build effective pro-Israel groups in their communities
- Speak out for Israel in the media
- Benefit from close collaboration with CAMERA scholars
- Network with an international community of like-minded Christians and Jews

Visit camerapartnership.org.

WHAT PEOPLE SAY ABOUT CAMERA

"It's true that we live in an era where the facts are less and less relevant. But there is someone who insists on them"

— Israeli journalist Ben-Dror Yemini

"CAMERA is the liar's worst nightmare!"

— Harvard Professor Alan Dershowitz

We all know that CAMERA's mission is important not only for the Jewish community, but also for the integrity and vitality of American democracy."

— Former Knesset member Natan Sharansky

"CAMERA is an organization that for nearly four decades has been unwavering in defending the truth about Israel."

— Israeli Ambassador Ron Dermer



JOIN CAMERA'S MEDIA RESPONSE TEAM!

Fed up with anti-Israel distortions in the print and electronic media? Do something about it. Join an international team of activists who regularly call, write and post to demand the media provide factual, fair reporting about Israel and the Middle East. Members receive CAMERA articles, talking points, and media contact information.

To join, email your full name, mailing address and phone number to: alert@camera.org.

**Public opinion shapes public policy. Make a difference.
Your voice counts!**

CONTRIBUTE

As the world's oldest and most respected Middle East media monitoring organization, CAMERA not only protects the facts about Israel but promotes the vital functioning of democracy — upholding standards of truth and accountability in institutions that dispense global information and shape global perceptions. CAMERA relies on the contributions of thousands of concerned individuals and foundations to support its singular and urgent efforts.

Donations to CAMERA can be made in the following ways:

- Cheques made payable to **KKL CHARITY ACCOUNTS** (quote your address details and the name of the project you are supporting - CAMERA, on the reverse of the cheque) posted to:

SmartGiving, Mountcliff House, 154 Brent Street, London, NW4 2BF

- Credit Card Payments: Contact Amelia on **020 8732 6145** to make a payment over the phone or online.
- By Bank Transfer: Please quote "CAMERA and *your name*" as your reference:

Barclays Bank

Sort Code: 20-77-67

Account number: 30478733

Account name: KKL CHARITY ACCOUNTS

IBAN: GB84 BARC 207767304787 33

SWIFT: BARCGB22

SmartGiving will take a reduced fee of 2.5% to cover our costs.

If making payments directly to a bank account, please quote the name of the project as your reference (CAMERA) and email amelia.trober@smartgiving.org.uk with your contact details so that we can correctly allocate your donation and send you an acknowledgement.

If you are a UK tax payer and wish to Gift Aid your donation, please contact Christina Jones at christina@camera.org for a Gift Aid Declaration form.

Scan to donate online:



CAMERA IS RECOGNIZED AS A 4-STAR RATED CHARITY

This category refers to recognition of the organization as "exceptional" and means the org "Exceeds industry standards and outperforms most charities in its Cause."

THANK YOU

to all who share our belief that exposing and opposing biased portrayals of Israel and the Jewish people are essential. CAMERA's success has always relied on the involvement of its thousands of supporters — to whom we are deeply grateful for their generosity and guidance. In an ever-challenging world, we envision many future opportunities to promote truth in the media, on campus and in myriad other information sources.

Sincerely,

The CAMERA Team



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