



THE SPARK

to Learn * to Advocate * to Connect

Volume 1: August 4, 2025

Mission

The Media Ambassadors (MA) is a local, independent, non-partisan, grassroots project focused on:

- Supporting truthful and fair reporting of events involving Israel
- Calling out antisemitism in all its forms
- Raising awareness of the hostages held in Gaza

Message from the MA Team

We are proud to launch **The Spark** – our newsletter to ignite learning, advocacy, and connection across our community and beyond.

Knowledge is power and words matter!

Through this newsletter and our in-person and virtual gatherings, we seek to build confidence in having courageous and informed conversations around important topics related to our mission.

We proudly support the **State of Israel** and the **safety of all who live there**, while standing united for the Jewish people – locally, nationally, and globally.

– Sue and Allan Carneol and Donna and Leo Kleiner, MA Team Founders

Learning Links

- [AJC: Humanitarian Aid in Gaza: What's Really Happening](#)

- [Washington Institute: Israel Has its Best Chance for Peace in 25 Years](#)
- [John Spencer: "Finishing the Job" in Gaza: What it Means and What it Takes](#)
- [Matti Friedman in The Free Press: Is Gaza Starving?](#)
- [Journalist Matti Friedman Exposes Media Bias Against Israel](#)
- [Ask Haviv Anything: Hunger and the Gaza war](#)
- [Free Press: Haviv Rettig Gur - Israel's Winning One War While It Loses Another](#)

Talking Point ABCs: Definitions & Misapplications

These terms can be used in ignorance or, more often, to mislead others in crafting an antisemitic narrative.

(Unless otherwise specified, these definitions are taken from American Jewish Committee's Translate Hate Glossary, 2025) [AJC: Translate Hate Glossary](#)

- **A - Antisemitism** "Anti-Semitism is a certain perception of Jews, which may be expressed as hatred toward Jews. Rhetorical and physical manifestations of anti-Semitism are directed toward Jewish or non-Jewish individuals and/or their property, toward Jewish community institutions and religious facilities." --Working Definition of Anti-Semitism by the European Monitoring Center on Racism and Xenophobia

Contemporary Examples of Anti-Semitism (from the US State Department)

- Calling for, aiding, or justifying the killing or harming of Jews (often in the name of a radical ideology or an extremist view of religion).
- Making mendacious, dehumanizing, demonizing, or stereotypical allegations about Jews as such or the power of Jews as a collective—especially but not exclusively, the myth about a world Jewish conspiracy or of Jews controlling the media, economy, government or other societal institutions.

- Accusing Jews as a people of being responsible for real or imagined wrongdoing committed by a single Jewish person or group, the state of Israel, or even for acts committed by non-Jews.
- Accusing the Jews as a people, or Israel as a state, of inventing or exaggerating the Holocaust.
- Accusing Jewish citizens of being more loyal to Israel, or to the alleged priorities of Jews worldwide, than to the interest of their own nations.

- **A - Apartheid** is the implementation and maintenance of a system of legalized racial segregation in which one racial group is deprived of political and civil rights. (<https://www.law.cornell.edu>) Israel is an open, liberal, pluralistic and democratic society. "... all minorities receive equal protection under the law. Alongside Jewish Israelis, Arab Israelis vote, study, work, live, and serve in Parliament, the courts, the military, and government." (The Centre for Israel and Jewish Affairs). Why is it antisemitic? It is meant to stigmatize Israel, isolate it from among the other nations of the world, and delegitimize Israel's basic moral foundations.

- **B - Blood Libel:** perpetuated accusation that Jews have murdered non-Jews (such as Christian children) in order to use their blood in rituals. As one of the longest-standing forms of antisemitism, blood libels have led to horrific violence, destruction, persecution, and massacres of Jewish people and communities — before, during, and beyond the Nazi propaganda that used it to demonize Jews. Despite its utter falsehood and its disavowal by Jews, the Roman Catholic Church, and other nonreligious authorities, blood libel remains an influential myth in the 21st century.

- **C - Colonizer/Settler Colonialist:** an occupying force that exploits and displaces native populations from their home to settle and form a permanent society

WHEN IT'S ANTISEMITIC: Those who oppose the State of Israel as a Jewish state claim that Jews (or Zionists) have engaged in settler colonialism and ethnic cleansing by dispossessing the Palestinian population. These accusations are categorically false for many reasons:

- Jews are native and indigenous to the Land of Israel.
- Historical and archaeological evidence have proven a continuous Jewish presence in the land, dating back millennia.
- The ancient and continuous connection between Jewish people and the Land of Israel is embedded throughout Jewish rituals and texts as well.
- Zionists never had the goal of eliminating the Arab population living in the region. They accepted the 1947 United Nations Partition Plan, which divided British Mandatory Palestine into separate Jewish and Arab states.

- Jews were escaping persecution in Europe and returning to the land of their ancestors.
- When the “settler colonialist” label is used to say Jews do not have the right to national self-determination or to deny Israel’s right to exist, that is antisemitism.

Calendar of Events

- Media Ambassador Learning Opportunity: “Two Jews, Three Opinions - The Art of Governing Israel” with Noa Gerassi, Community Shlichah
 - August 14 at 7:30 pm
 - Location to be shared upon registration
 - [email here](#) to register
- Continuing the Conversation: An Evening of Dialogue on Israel and Palestine, with two alumni of the Arava Institute for Environmental Studies
 - August 21, 2025 at 7:00 pm
 - Congregation Emanu-El B’ne Jeshurun
 - [Register Here](#)
- Milwaukee’s Commemoration of October 7
 - October 5, 2025
 - 2:00 pm
 - Harry & Rose Samson Family JCC
 - [Registration Coming Soon](#)
- American Jewish Committee (AJC) Standing Together: A Community Response to October 7 and Beyond
 - October 12, 2025
 - 11:00 am - 4:00 pm
 - Evanston, IL
 - [Register Here](#)
- ‘Run for Their Lives’ Hostage Walk
 - Every Sunday, until the last hostage comes home
 - Summer start time = 10:30 am
 - [Send an email 'Add me to the WhatsApp group'](#)

Other Resources

- [Podcast: Call Me Back](#)
- [Podcast: Ask Haviv Anything](#)
- [Podcast: The Commentary Magazine](#)
- [American Jewish Committee website](#)
- [Hostages and Missing Families Forum](#)
- [Online course: Ne'eman Academy](#)
- Books:
 - [Israel: A Simple Guide to the Most Misunderstood Country on Earth](#) by Noa Tishby
 - [Uncomfortable Conversations with a Jew](#) by Noa Tishby and Emmanuel Acho
 - [My Promised Land: the Triumph and Tragedy of Israel](#) by Ari Shavit

Report Antisemitism

If you witness or experience an antisemitic incident, [click here to report it](#).

Stay Connected

Please share this newsletter with friends, family, and your wider community.

If someone would like to receive **The Spark** directly or learn more about the Media Ambassadors project, have them contact us at:

mediaambassadorsmke@gmail.com

We welcome your questions, ideas, and feedback!