

# **Israel on Campus**

## **A Quick Guide to Effective Israel Advocacy on Campus**

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**Get Educated!** To be an Israel advocate on campus, it is imperative that you are educated and up to date concerning Israeli affairs. Here are some resources to help you do just that:

Read the news- Check the news regularly. You will be amazed at how much you can learn by reading the news for just 5 minutes a day. Here are a few good sites:

- Jerusalem Post: [www.jpost.com](http://www.jpost.com)
- Haaretz: [www.haaretz.com](http://www.haaretz.com)
- Yedioth Ahronoth: [www.ynetnews.com](http://www.ynetnews.com)

Get paid to learn about Israel!-[JerusalemOnlineUniversity.com](http://JerusalemOnlineUniversity.com) offers a course called Israel Inside/Out which will give you all the info you need to feel comfortable engaging in conversation about Israel. College students can receive \$100 for taking the class, which consists of nine entertaining videos and 3 amazing audio lectures. The classes are fun and taught by some of the top experts in the world. Take the classes at your convenience, from the comfort of your dorm room.

#### Go (back) to Israel

There are dozens of great ways to travel to Israel as a college student. Here are just a few:

- [Taglit-Birthright Israel](#)- A completely free 10 day trip for Jews ages 18-26 who have never been to Israel on a peer trip (family trips are fine- you can still go).
- [Hasbara Fellowships](#)- An inexpensive three week trip in which you will learn all about Israel's history, meet top politicians in Israel, and be trained to be an Israel advocate on your campus.
- Study abroad- Israel has some of the best study abroad programs in the world, such as [Hebrew U](#), [Tel Aviv U](#), [Haifa U](#), the [Technion](#), and [Ben Gurion U](#).
- [Sar-El](#)- Volunteer in the Israel Defense Forces. This is a great, free way to help out in Israel.

#### Selected Resources for College Advocates

There are a number of organizations dedicated to helping college Israel advocates. Their college reps are experts in the field who will help you combat anti-Israel sentiment, plan pro-Israel events, and give you money to run the programs you want to have on campus. Their websites also have very helpful materials that clearly answer many of the accusations against Israel. Here are a few of the organizations:

- [Hasbara](#)- Hasbara can help you bring some of the top speakers in the world, often free of charge.
- [StandWithUs](#)- StandWithUs puts out fantastic materials that will help you answer anti-Israel bias on campuses. Standwithus.com has a ton of materials that can be downloaded for free.
- [The Israeli Consulate](#) in your city will help you find speakers for your campus
- The local [Jewish Federation](#) may be able to help you get funding for pro-Israel events on campus.
- [CAMERA](#) (Committee for Accuracy in Middle East Reporting) provides speakers, resources and material analyzing how Israel is portrayed in news media.
- [The David Project](#) runs Israel advocacy training sessions and can help plan events

- [Hagshama](#) can help in a hands on way with anything you need for planning events
- [AIPAC](#) organizes an excellent national student conference and provides speakers and resources.
- If you are concerned that anti-Israel sentiment has crossed the line to anti-semitism, the [ADL](#) or the [Simon Weisenthal Center](#) can help.

### **Tips for Creating Effective Israel Programs on Campus**

There are some very simple things you can do to ensure that your Israel programming is effective. Some of these tips may sound obvious, but they are often forgotten.

- **Check out speakers before bringing them to campus-** Ask around. Is the speaker respectable? Is the speaker capable of answering hard questions from those who disagree? Make sure that your speaker has a good reputation. Bringing a bad speaker can be damaging to Israel's image on campus.
- **Have speakers from across the political spectrum-** As a student group, an important role of your organization is to educate students. A great way to do this is to present varying opinions.
- **Keep it fun-** Students want to come to fun programs. Serious political discussion is great, but it is also very important to showcase Israel through fun activities. Some ideas include Israeli music, falafel parties, krav maga, etc.
- **Interest aligned programming-** Meet students where they are. Tell students why they should care about Israel. Tell computer science majors about how a couple Israeli kids created the technology for Instant Messaging. Tell bio majors about the amazing camera pills that were invented in Israel. Tell environmental science majors about "Better Place," the network of electric cars being developed in Israel. Ask academic departments to cosponsor events.
- **Be proactive-** It is important that your programming not only be a response to anti-Israel sentiment, but also highlights the great successes of Israel beyond the conflict. Israel is more than a war zone. Your programming should help to present a broader picture of Israel, displaying their successes in arts, culture, high tech, environmentalism, etc.

### **Responding to anti-Israel bias on campus**

- **Know the facts.** Your argument will always be more respected if you have hard data to back up your points.
- **Be level-headed.** It's easy to get caught up in emotion, but your arguments will be more articulate if you can remain calm, respectful, and in control.
- **Go to anti-Israel events and hear what they have to say.** Come prepared with hard questions, and research the speaker's points after the event. This will help you get educated as an Israel advocate.
- **Work with the Arab and Muslim student groups on campus.** Rather than each group protesting each others programs, work with the Arab and Muslim student groups to plan educational and social events for your campus. This builds important relationships that can be helpful when discussions become contentious.
- **Don't focus on the extremes-** It is more effective to engage a broad base of center students, rather than a few radicals.