



THE ISRAEL PROJECT

March 13, 2012

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TIP PRESIDENT JENNIFER LASZLO MIZRAHI WRITES PRESIDENT OBAMA



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Dear Mr. President,

March 5th will be an important day. First in my heart is that it will be the 9th anniversary of when three Israeli families with whom I am close friends each lost a child in a terrorist attack that slaughtered 17 innocent people. Horrible.

Second, it will be the day when you will meet with Israeli Prime Minister Netanyahu to discuss issues of security and peace – issues where I hope you will be able to do good so that no more families will lose their children.

Thus, before this important meeting, **I wanted thank you for your commitment to ensuring that Iran does not get nuclear weapons.** I hope that you and our government will continue this vital work to ensure that the Iranian nuclear program no longer threatens the world. I think we all agree there is nothing more dangerous than a nuclear Iran.

Also importantly, the “Arab Spring” is changing the Middle East fundamentally. I believe that you could be greatly served by a new approach to break the deadlock in Arab-Israeli peace efforts. Some of this same work can also have massive benefits in a region where many are angry at America for the burnings of Korans and other issues.

The traditional leader-to-leader approach to peace, despite the important focus of yourself, Prime Minister Netanyahu, Prime Minister Fayyad and others, will not succeed without a massive, grassroots people-to-people effort to support those efforts. The new realities mean it is even more important than ever to focus on mutual respect and recognition between the Israeli and Palestinian people, and between Israel and its Arab neighbors. This people-to-people peace effort must demonstrate the benefits they will all enjoy, when and if, an agreement is put into place.

Our group has built an Arabic language media and web outreach program which serves as a prototype of what America could do as well. We work to encourage ordinary citizens to stand up for mutual respect. Already, our Arabic language Facebook page, “[Israel Uncensored](#),” has more than 46 MILLION page views, 313,000 likes and 67,000 posts from Arabs. Half are Egyptians – a key audience for us as we try to maintain the Israeli-Egyptian peace treaty.

We, with the very good efforts of our mutual friend Stan Greenberg, do very detailed public opinion research to understand what will work and what does not to encourage peace and stability. Our polling research shows the most important issue to Arabs in the West Bank, Gaza, Egypt and Jordan is jobs.

While a stunningly high percentage of Arabs are online and have Facebook accounts, we discovered how few Arabic materials exist online that assist with job creation. Given that there is no U.S., European or other money for a full-scale “Marshall plan” in the Arab world, a hand up is more productive than a hand out. Thus, we developed an online “Job Toolkit” with resources in Arabic. The toolkit is only a pilot but is already immensely popular. This is a program the United States, the European Union and other NGOs on the ground could vastly expand. People with jobs and businesses are far less likely to embrace radical ideologies or bring up their children to hate others.

I know that both State Department and USAID do some excellent training. But it helps only a tiny number of people compared to the need. You can't find it on the web in Arabic when you go a google search, for example. So why is our government using 2000 tools when it's 2012? I am hoping your office and you personally will support grassroots action as a key part of the solution. Palestinians and all Arabs in the region

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Iran's Nuclear Challenge and Israel's Possible Responses

featuring Emily Landau
Wednesday, March 14,

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The Sound of Terror

need to hope and not hate. They need jobs, not jihad.

Below is an op-ed I published on this topic in The Hill plus links to our Arabic work. Thank you for listening and for your willingness to serve world peace. Let me know if I can ever be of help in the future.

Sincerely,

Jennifer Laszlo Mizrahi

Founder & President

www.theisraelproject.org

P.S. If you have someone who reads Arabic in your office, they can check out our materials online for you. I do think they are a model for the kind of work that our government can create its own in the future. Please below see the links to our Facebook page and website:

"Israel Uncensored"

<https://www.facebook.com/pages/%D8%A5%D8%B3%D8%B1%D8%A7%D8%A6%D9%8A%D9%84-%D8%A8%D8%AF%D9%88%D9%86-%D8%B1%D9%82%D8%A7%D8%A8%D8%A9/141600449242491?sk=wall>

Jobs and opportunities section:

https://www.facebook.com/pages/%D8%A5%D8%B3%D8%B1%D8%A7%D8%A6%D9%8A%D9%84-%D8%A8%D8%AF%D9%88%D9%86-%D8%B1%D9%82%D8%A7%D8%A8%D8%A9/141600449242491?sk=wall#!/pages/%D8%A5%D8%B3%D8%B1%D8%A7%D8%A6%D9%8A%D9%84-%D8%A8%D8%AF%D9%88%D9%86-%D8%B1%D9%82%D8%A7%D8%A8%D8%A9/141600449242491?sk=app_124587940973479

Our Arabic website:

<http://www.tiparabic.org/site/c.9hKMI5MJlGl0E/b.7670855/k.9979/15751604158515741610158716101577.htm>

<http://thehill.com/blogs/congress-blog/foreign-policy/193981-using-existing-funding-programs-and-social-media-to-get-young-people-jobs-in-the-middle-east-and-end-unrest>

Using existing funding, programs and social media to get young people jobs in the Middle East and end unrest

By Jennifer Laszlo Mizrahi, founder & President of The Israel Project - 11/16/11 12:39 PM ET

During a major address last week on the challenges facing U.S. foreign policy toward the Arab Spring, Secretary of State Hillary Clinton declared, "The real choice is between reform and unrest." She made these remarks as Syrian forces loyal to President Bashar al-Assad were continuing to kill protestors (3,500 since March), as rockets were being fired (again) by terrorists from Gaza into Israel, Israeli forces were firing back (again), and a few weeks after Palestinians who murdered Israelis returned to Gaza, were hailed as heroes.

The United States can do something now — fairly easy and inexpensive — to help bring reform to this region, end violence and a culture that worships jihad, and replace feelings of hate and despair with those of hope. We can use existing funding and programs to create jobs by tapping into the skyrocketing popularity of social media and the Internet in the Middle East.

A poll of Palestinians in the West Bank and Gaza conducted in July by Stanley Greenberg of Greenberg Quinlan Rosner Research found that they "focus more on how to get more jobs, lower prices, and improvements in health care and education," than on violence or negotiations.

However, if you Google "how to start a business," "how to write a resume," "how to get a small business loan" in Arabic, you will find that, unlike English, there is almost nothing online in Arabic on finding jobs or creating small businesses.

Our group, The Israel Project, a non-profit educational organization, has created a prototype website that

combines an "Online Jobs Toolkit" with information on coexistence between Arabs and Jews, between Israelis and their Arab neighbors. Our Arabic media program has 25 million hits on our Facebook page in Arabic and 200,000 Arab "fans."

This idea is too big for an NGO alone, however. It can — and should — be expanded by the U.S. government to help Arabic speakers throughout the Middle East get jobs. Here's how;

A portion of existing USAID funds would be set aside for modestly priced initiatives that would help Palestinians, Egyptians, Iraqis and others in the Middle East search for jobs and start enterprises (how to get started, find financing, hire qualified workers, and ultimately expand operations). The U.S. government is already undertaking such training programs, but they are not being filmed and put up on a website in a searchable fashion. There is no "Monster.com" or "Ted Talks" on job creation in Arabic.

USAID and others could utilize existing technology to create an Arabic-language Monster.com. This program could record, translate, and make available online ongoing employment training seminars. These videos could be featured on USAID, Al-Hurra, YouTube and other sites. It's easy to start this by simply taping existing programs already funded by Congress and putting them on the web with their Arabic-translated sound track kept in. Eventually original content would be created.

Various U.S.-based NGO's of Arab-Americans would be given the means to set up and run web sites focused on Palestinians, Egyptians, Iraqis, Libyans, and so on.

Societies in which young people can actually get jobs would be good not only for Arabs, but also for stability and peace in the Middle East and for American interests in the region. This initiative could also include messages designed to foster peaceful co-existence between Israelis and Palestinians, Israelis and Egyptians, Egyptian Muslims and Coptic Christians, and more.

"We do have a role" in the Arab Spring, Secretary Clinton said in her address. "We have the resources, capabilities and expertise to support those who seek peaceful, meaningful democratic reform."

We can't afford to wait for agreements to be reached or new orders to take root before using these resources. We can begin building peace, reform and stability in the Middle East from the bottom up right now by using existing funding, tools and programs and the Internet and social media to create jobs in the regions that's critically important for American interests.

Jennifer Laszlo Mizrahi is the founder & President of The Israel Project, a Washington-based organization that gets factual information about Israel and the Middle East to press, policy makers and the public.



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The Israel Project (TIP) is a non-profit educational organization that provides factual information about Israel and the Middle East to the press, policy-makers and the public.

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