

From The Parnas:

By Mark I. Wolfson

On May 11-12, we will welcome back Mr. Aryeh Green, the director of Media Central (<http://www.m-central.org>), an arm of Honest Reporting.com. He will join us for Shabbat, speaking on Friday night after dinner, Shabbat day at lunch, and possibly for a few minutes after Seudah Shelishit. The topic of his talk on Shabbat afternoon will be "Israel's Challenges in the Media, from a Parashah Perspective". It should be very interesting and also relevant and topical.

As a review, in case you missed Mr. Green's captivating talk in February (which can be heard [here](#) and in case you missed my long column about it, Mr. Green has, after a long career close to the government of Israel and two masters degrees, figured out why the Israeli's have consistently lost the media war to the Palestinians and other Arab groups. He studied the problem that the reporting about Israel tends to be biased, portraying the Israelis in an unfavorable light and taking an overly sympathetic view of the Palestinians.

Mr. Green realized that while the Israeli's (rightly) criticize the journalist for getting the story wrong, the Palestinians embrace them, meet them at the airport with hugs and kisses, provide transportation, tour guides, translators and bring them into their homes and villages to meet their families. This positions the journalists to have a sympathetic ear when listening to the Palestinian point of view. They often don't even bother to get the facts straight or hear any other perspective. They only see what they have been shown.

To fix the problem, Mr. Green created Media Central, an organization whose mission is to help the foreign journalists in an un-biased way, providing all of the resources to understand the story in a complete context instead of from one narrow point of view. They provide free access to experts, analysts from all sides, reference materials, relevant people to interview, photographers, translators, drivers, field tours and briefings. They also provide them with a convenient work environment in downtown Jerusalem with all the tools they might need: desks, WIFI, printers, faxes, even coffee and snacks. In short, they give the journalists all of the tools and every opportunity to get the story right, in context and with a perspective that's fair and accurate.

Just this past week, Mr. Green was featured in a very interesting article on Arutz Sheva (which can be seen [here](#)) The story was about 40 international journalists from leading worldwide media outlets who were covering the story on the Jewish neighborhood of Ulpana in Beit El just this past Sunday. The underlying story they were covering had to do with the threat of a Supreme Court ruling to dismantle and destroy the neighborhood because a left-wing group claimed it was owned by an Arab man. The question of ownership has not been established by the courts, and the residents claim they have proof that they own the land.

Mr. Green is prominently featured in the video [here](#), as Media Central led the journalists on the tour and provided access to local residents. The point was that

before the journalists had actually visited the neighborhood, they had relied on language used by only one side, which described the neighborhood as an "outpost", giving the impression of being in a remote outlying area and made up of a few caravans. As you can see from the video, it's a very modern community with homes and apartments, with complete infrastructure which had been built by the government including roads, power and phone lines. This perspective changes the way the story is reported in the media.

Please join me in welcoming Mr. Green, who is a part of the Mikveh Israel family, descending directly from our first Minister, Rev. Gershom Mendes Seixas. This is the first Shabbat he will spend at KKMI - please come out and give him a warm welcome.