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January 10, 2008

We are pleased to announce the first issue of a monthly IAI Bulletin. This e-mail highlights the programs and initiatives of the IAI and local communities. Please keep the IAI updated of your community's innovative Israel advocacy programs so that the IAI can include it in future issues. All updates can be sent to Jessica Horne at [jhorne@thejcpa.org](mailto:jhorne@thejcpa.org).

Thank you,  
The IAI Team (Amos, Jessica, Lynn, and Stephanie)

### IAI Micro-Grants in Action

Israel advocacy projects funded by the 2007 IAI micro-grants are well underway. In February 2007, the Israel Advocacy Committee awarded the United Jewish Federation of Northeastern New York, Community Relations Council a \$5,000 grant to facilitate a program to present Israel and its citizens in a beyond the conflict fashion to middle school and high school teachers. The program included a lecture by Dr. Stephen Berk, Henry and Sally Schaffer Professor of Holocaust and Jewish Studies at Union College, followed by an interactive discussion to assist educators in developing balanced curricular on Israel and the Middle East. In addition, the educators received information on curriculum materials and resources available to them through the United Jewish Federation of Northeastern, NY.

Last month the IAI announced details of its 2008 micro-grants program. This program provides seed money to federations and CRCs for new community programs that will address pressing needs in the area of Israel advocacy. Federations and CRCs are encouraged to submit proposals by February 1, 2008 for the Israel Advocacy Committee review and consideration. For additional information or to submit a proposal, please contact Jessica Horne, Israel Advocacy Initiative Outreach Coordinator at [jhorne@thejcpa.org](mailto:jhorne@thejcpa.org).

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### IAI Student Advocacy Tour

### JCPA Action Center

In November the IAI visited Broward County, Florida to speak to a group of high school students participating in a year long Israel advocacy seminar funded by an IAI micro-grant (see *IAI Micro-Grants in Action* above for more information.) IAI Campus and Programs Coordinator Stephanie Hausner also visited St. Louis and spoke with the St. Louis Israel Connection (SLIC), the Israel Teen Advocacy Group (ITAG), and a group of Hebrew high school students. The most recent stops on the IAI Student Advocacy Tour was Birmingham, Alabama and Louisville, Kentucky to meet with a core group of Hillel Student Activists about how to increase their Israel advocacy on campus.



Your community could be next! In 2008, IAI staff will continue to visit communities across the U.S. to teach campus advocacy skills to high school and college students. IAI student advocacy training focuses on teaching students coalition-building, organizing, and messaging skills. If you would like the IAI to visit your community, please contact your CRC or IAI Campus and Programs Coordinator, Stephanie Hausner, [shausner@thejcpa.org](mailto:shausner@thejcpa.org).

### IAI Workshop at the UJC General Assembly Entitled "Making Israel's Case in the Age of Walt, Mearsheimer, Carter, and Facebook"



The session took place on November 11, 2007 in Nashville, TN and drew a crowd of roughly 300 people. The session focused on the impact of recent publications by former U.S. President Jimmy Carter, Harvard

Professor Stephen Walt and University of Chicago Professor John Mearsheimer. These recent books have posed serious challenges to American advocacy for Israel. These forces are attempting to erode American support for Israel and accuse Jewish groups of stifling debate. The IAI workshop focused on how the Jewish community should respond. The following speakers were showcased: Conrad Giles, co-chair, Israel Advocacy Initiative; Steve Gutow, Executive Director, JCPA, Ambassador Aviv Shir-On, Deputy Director General for Media and Public Diplomacy, Israel Ministry of Foreign Affairs; Michael Kotzin, Executive Vice President, Jewish Federation and Jewish United Fund of Metropolitan Chicago; Jennifer Lazlo Mizrachi, Founder and President, the Israel Project; David Harris, Executive Director of the Israel on Campus Coalition (ICC); Stephanie Hausner,

IAI Campus & Programs Coordinator.

To hear a podcast of the workshop please visit the UJC website, GA podcasts section by clicking [here](#).

### IAI Institute for Civic Leaders: Participants Reflect on Time in Israel

The IAI Civic Leaders Institute took place October 8-16, 2007. Shortly after the groups return, one participant, Jerry Mondesire, from Philadelphia, PA wrote a reflection of the trip on the correlation between Israeli Jews and African Americans in the Philadelphia Sunday Sun. Click [here](#) to view the article.



For more information on IAI Institutes to Israel for non-Jewish leaders, please contact Lynn Gefsky at [lgefsky@thejcpa.org](mailto:lgefsky@thejcpa.org).

### IAI & Israel at 60



The IAI has convened a nation-wide committee of national agencies, communities and representatives from UJC and the Israeli Foreign Ministry, chaired by Eric Bell of Cleveland. The IAI Israel at 60 committee's purpose is to serve as a clearing house of ideas on how to celebrate Israel at 60 - whether it is speakers, cultural events, or missions - as well as to share best practices in how to utilize Israel at 60 as an advocacy tool with the non-Jewish community. The IAI has shared ideas with the field via e-mail, websites and other forms of communication.

To visit the UJC/IAI Israel at 60 website, please click [here](#). If you would like more information please contact Jessica Horne at [jhorne@thejcpa.org](mailto:jhorne@thejcpa.org).

### IAI Israel Perspective Call Series on the Annapolis Peace Conference

Over the past few months the IAI hosted a four part conference call series for the community relations and federation system on the Annapolis Peace Conference. The calls featured analyses from Israeli,



Palestinian, and American perspectives on the Annapolis Peace Conference.

To hear the recordings of these calls, please visit the Annapolis Peace Conference section on the IAI website by clicking [here](#).

### **IAI Speakers Bureau Recently Revamped the "Hope for Peace" PowerPoint Presentation**

The IAI Speakers' Bureau greatly improves Israel advocacy efforts to non-Jewish communities throughout the country by training local lay leaders to engage non-Jewish audiences with an accurate, personalized portrayal of Israel. The IAI Speakers Bureau enhances the ability of local communities to reach, maintain relationships, and share the right messages about Israel with non-Jews through an interactive presentation entitled "Hope for Peace". The IAI recently revamped the "Hope for Peace" PowerPoint presentation. To learn more about implementing the IAI Speakers Bureau in your community or to receive a copy of the newly updated IAI PowerPoint Presentation, please contact Jessica Horne at [jhorne@thejcpa.org](mailto:jhorne@thejcpa.org).

For more information on the Israel Advocacy Initiative, please contact the IAI Director Amos Kamil at [akamil@thejcpa.org](mailto:akamil@thejcpa.org).

### **JCPA Plenum**

Join us in Atlanta February 23-26, 2008 for the JCPA Plenum to discuss and debate issues important to the Jewish community with political and religious leaders. Plenum participants will tour the Martin Luther King National Historic Site and hear civil rights leader Congressman John Lewis speak at the historic Temple, the site of the 1958 Temple bombing. [Click here to register!](#)



Plenum 2008 will launch it's first ever Student Leadership Track. Please visit our website [www.jewishpublicaffairs.org](http://www.jewishpublicaffairs.org) to download and application and read about the latest additions to the Plenum Program.

### **Contribute to the JCPA**

The Jewish Council for Public Affairs (JCPA) is



the national umbrella body for Jewish organizations engaged in public policy and community relations. JCPA member organizations include 14 national agencies and 125 community relations councils.

JCPA speaks to you each week, alerting you to what the community relations field is doing to safeguard the rights of Jews here, in Israel, and around the world and to protect, preserve and promote a just, democratic and pluralistic American society. For three generations, we have brought together diverse voices in the Jewish community to unite a strong Jewish public policy force.

Please consider a gift of \$500, \$100, or any other amount that you can, so that JCPA can enhance our efforts to provide information and resources to your community, and to mobilize our national network in support of Israel and of all the public issues we care about so dearly. Click here to make a contribution to the JCPA. Contributions can also be sent to JCPA, 116 E. 27th, 10th Floor, New York, NY 10016 or click here and we will send you a contribution envelope.

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