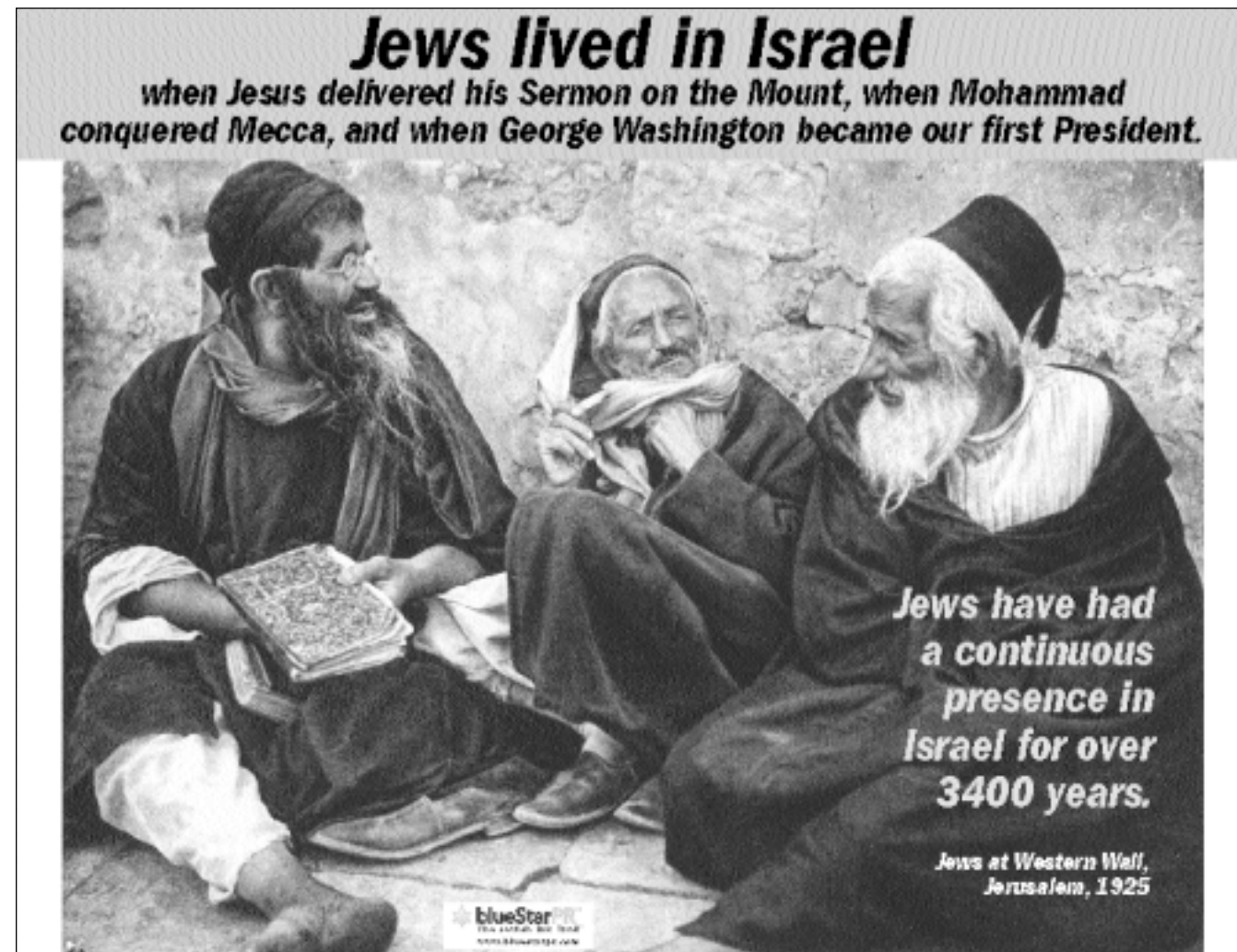


Zionist Agitprop



Israel is a country in need of better PR. Over the course of the Al-Aksa Intifada, media imagery of soldiers abusing Palestinians at checkpoints and children getting killed by IDF fire has helped cement Israel's image abroad as a ruthless colonial enterprise run by racist religious fanatics wearing military uniforms. Seeking to raise consciousness of the plight of the Palestinians, the frequently excessive rhetoric of diaspora anti-Occupation forces has

helped turn this representation of Israel into a new, totally negative form of common sense about the country that often overshadows its political and cultural complexity.

Foreign Zionists are of little help, as they react to negative media portraits of Israel as biased and level charges of anti-Semitism whenever they respond to legitimate moral criticisms of the country by social justice advocates.

Enter these two fascinating posters, produced by American public relations

firm Blue Star PR. Only a sampling of a larger repertoire of pro-Israel pieces produced by the firm and run as full-length ads at bus stops in San Francisco, they clearly take into account the city's political demographic—queer, Jewish, multiethnic—while communicating a really interesting set of political messages: Jews are actually an 'indigenous' people, Israel is actually more progressive than America, etc.

Certainly, there are elements of truth here. It's what these posters oversimplify that is the problem. To find out more: <http://www.bluestarpr.org>. □

Joel Schalit is managing editor of Tikkun.

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 The Jewish PR Firm
 www.bluestarpr.com