Appendix 5 – Proposals for Activity in the Media and Digital Arena

Organizations may submit proposals, within the framework of the call for proposals, based on their work and their desire to engage in the areas of activity detailed in this appendix, with this being with the relevant audiences below:

Areas of activity:

• Reducing the online spread of antisemitism and delegitimization of Israel by exposing sources of disinformation, propaganda, and incitement online and in the news media, improving monitoring capabilities and improving the speed of response in removing content, and strengthening activities against the spread of fake news.

• Refuting the narrative that anti-Israelism represents the majority positions in liberal democracies in the West (shattering the "collective illusion").

• Encouraging proactive activity by the pro-Israel network, promoting coherent narratives and coordination between actors, including through improving capabilities and training.

• Improving the ability to identify and measure diverse expressions of antisemitism online and promoting technological collaborations.

• Improving balance, accuracy, and context in the international media coverage of Israel, the conflict, and Jewish communities.

• Strengthening coordination and cooperation ("communitarianism") between the parties who are active in these arenas.

• Any other activity that provides an effective response to the challenges that exist in this arena.

Relevant target audiences:

Neutral young audience aged 13-30 (TikTok, Instagram, YouTube), policy makers and platform managers, network and channel managers, journalists, editors, producers, photographers, bloggers, online influencers, commentators.

Languages: English, Arabic, Spanish, French, German, Russian.

Emphases for submitting proposals:

• As part of the approval of the proposals, no payments that constitute support will be made from the Project budget.

- Details must be included in the proposal regarding the measurement and control tools for the proposed activity (accompanying research, mappings, surveys, etc.).

- It is recommended to include a verbal explanation of the expenses included in the proposed budget.

Success metrics (example):

- Reducing the distribution of antisemitic and delegitimization content.

- Exposing sources of disinformation.

- Strengthening the pro-Israeli presence.

- Increasing collaboration with platforms.

- Improving capabilities of detection of antisemitic content, using AI.

- Training opinion leaders in the digital space.

- Significant improvement in indicators of balance and accuracy in coverage of Israel in major media outlets.

- A documented decline in the distribution and perceived credibility of major disinformation campaigns.

- A connected professional community in the field.

- Increased exposure, distribution, and engagement with high-quality, fact-based pro-Israel content.

- Improvement in the coordination and coherence of the messages conveyed by parties operating in the field.

- Establishing a more professional and open relationship with media personalities.