



Operation 'Pillar of Defense' 15/11/12-21/11/12

1. Foreign Journalists visiting Sderot, Western Negev and southern Israel:

- ANSA (Italy)



- TVoglobo (Brazil)



- Foxnews



- BBC



- CNN



- NRK Nyheter (Norwegian Journalist)

- Channel 1 (Russia)



- Alhurra TV



- SVT (Swedish TV)



- Le Matin (largest Swiss paper in French, Swiss reporter Clement Marion)

- The Daily Telegraph (National Political Editor)



- International Christian Embassy, Jerusalem



- TVN24 (Polish News Channel)



- *Major media outreach success in Australia (in collaboration with AIJAC)

- Herald Sun (Australia)



- Australian Financial Review



- Sky News (Australia)



- SMH (Australia)



Life in Sderot: 100 missiles in a single week as Hamas leader...

<http://www.adelaidenow.com.au/news/national/a-fifteen-second-race-for-life/story-fndo1sdf-1226517053616>

Adelaide Now

*“Mothers have to stop their cars, get out, try and unbuckle two kids, then get them to the shelter,” director of the Sderot Media Center, **Noam Bedein***



A fifteen second race for life

<http://www.news.com.au/national/a-fifteen-second-race-for-life/story-fndo4bst-1226517053616>

NEWS.com.au



Noam Bedein, director of the Sderot Media Center, says the entire town has been on edge for weeks. As he says, it's hard to lead your life constantly ...

SBS News Australia.

<http://www.sbs.com.au/news/video/2305154444/Rocket-strikes-on-Israel>

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The Daily Telegraph-

<http://www.dailytelegraph.com.au/news/chilling-account-of-the-middle-east-crisis/story-e6freuy9-1226519300381>

- Speaking to Australian diplomats in Jerusalem
- *(After effect)* Sunday 25/11- Austrians from the UNION

Radio Shows and Interviews in World Media

- *BBC (twice)*
- *World News Australia*
- *Portugal Radio*
- *Argentinian Press: La-nacion, clalin, AJN*
- *Radio Chai, FM-MUTUALSENTIMIENTO*
- *Baltimore Jewish Times*

Media Liaison

- Arne Lapidus- Swedish documentary maker
- Ron Shelemay- Swedish Photographer
- Amnon Brownfield- Amnesty international
- Truthloader UK
- Israel Information Centre Midlands
- Stuart KatzAnna Day- US reporter
- Karel Sedlacek- Prague journalist

2. SMC services for the Israeli Government



A Photographs sent directly to the **Israeli Ministry of Foreign Affairs & The Center for Intelligence and Terrorism Information**



**A National Information Directorate,
 Office of the Prime Minister**



1. On Monday, November 12, the offices of the Prime Minister and the GPO requested that the SMC bring residents from southern Israel suffering from the continuous bombardment of their area to meet with ambassadors and present their personal stories at an international press conference in Ashkelon.



2. On Thursday, November 15, the first day of *Operation Pillar of Defense*, the SMC recruited youth from southern Israel who were willing to speak up and become their own ambassadors of the region. (**Forty** individuals, speaking a total of six languages, were recruited.) Their details were sent directly to the PMO's office and the GPO, to represent the human story for southern Israel.
3. The Ministry of **Strategic Affairs** sent out a list of 300 pro-Israel bloggers, pertaining to SMC's educational program 'The Ambassadors of Tomorrow' (see attached endorsement letter)
4. The human-interest story of southern Israel residents, behind the headlines :
 - A. Two articles 'Pre-Operation Pillar of Defense'
 - [100 Hamas Rockets Targeting Israeli Schoolchildren](#)
"The beginning of a significant attack on Sderot"
 - B. Three human-interest stories by Anav Silverman, SMC's former international correspondence
 - ["Dog Saves Owner from Rocket Strike"](#)
 - [Sderot psychiatrist: Health Ministry abandoned city](#) (JPOST)
 - ["The Children of Gaza's Rocket War"](#)
 - C. Summary of "cease fires", by Noam Bedein, director Sderot Media Center
 - ["Cease Fires' between Israel and Hamas: 6 years of a record of non-compliance](#)
5. Media Advocacy from the 14th-21st of Nov'



SMC facebook page reached over 36,600 people from 19 countries in 17 languages and over 1,137,800 friends of fans in total.

