



Impact Report

2022

Where Jewish News Makes Sense

“

By offering a welcome alternative to the poisonous coverage of Israel that has been prevalent for so many decades, JNS has already made a real difference. As its reach and audience grow, I am confident it will make an even bigger difference in the future.”

—Ron Dermer, Israeli Minister of Strategic Affairs and former Ambassador to the United States

www.jns.org



Dear Readers and Donors,

In the past year, many Jewish media outlets have continued to tip their hands, promoting overtly progressive agendas and slanting their news coverage and analysis in direct opposition to the values Israelis resoundingly voted for in the last election. They are leading the campaign to delegitimize Israel's duly elected government.

These efforts cause immeasurable harm to Israel's diplomatic image and to the relationship between Israel and the American Jewish community.

In contrast, JNS has emerged as a high-quality source of news and analysis that resonates with the views of Israeli voters and Israel supporters alike. Individuals and governments who want to better understand political, security, diplomatic and commercial developments in Israel turn to JNS as a high-quality news source they can trust for breaking developments and critical context.

It is our mission to become the largest English-language Jewish media outlet. But we can't do it alone. As a reader supported, non-profit publication, we rely heavily on reader-generated support to maintain and grow our operations. We thank you very much for your continued support.

Alex Traiman
CEO



Dear Friends,

JNS is more than just another website or news syndication service.

It's the one place you can count on to learn the truth about Israel and the Jewish world.

JNS is here to bring you the latest on all the most important issues impacting our lives and communities. Our hard-hitting news coverage, lively opinion and analysis articles, fascinating features as well as an array of video and audio podcasts provide material that educates, motivates and inspires. When others seek clicks and sensationalism intended to appeal to the biases of a public that has come to tolerate the demonization of Israel and the Jews, JNS is a venue of honesty and genuine insight, with articles that raise awareness of the most important topics.

As this report details, the impact of our work continues to grow. In the past year, the staff additions your support made possible have paid dividends in expanded coverage, more audio podcasts and enhanced JNS TV offerings.

But in order to keep growing and reach more people, we need the help of our readers, listeners and viewers.

Please join us in investing in the future of Jewish journalism by helping to keep JNS in the fight every day. Thank you for being part of our JNS community and for your support.

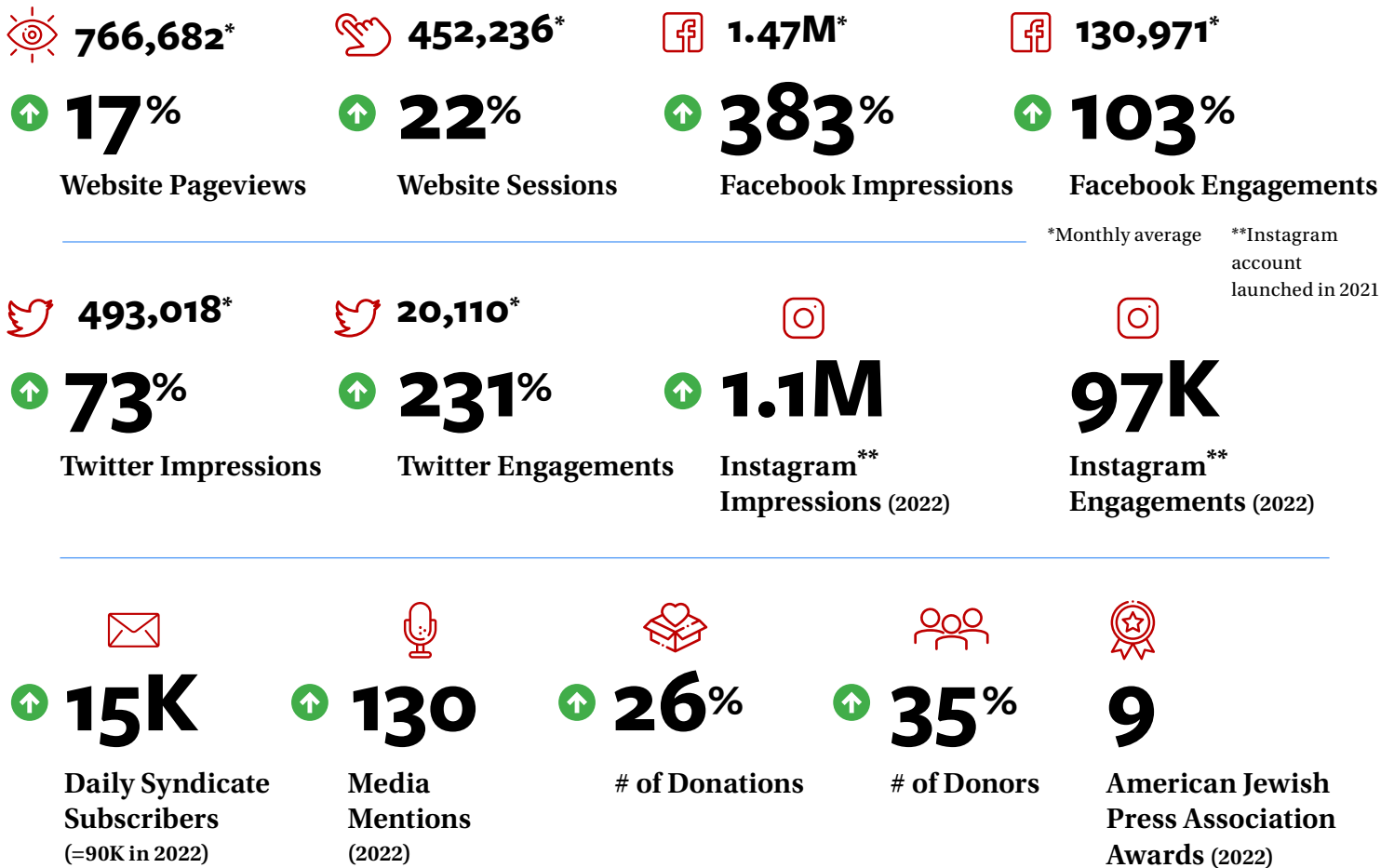
Jonathan S. Tobin
Editor-in-chief

JNS: By the Numbers

JNS has a crucial but ambitious purpose – to tell our Jewish story accurately and fairly. With the mainstream media not only biased against Israel, but increasingly hostile to the Jewish state and to our core Jewish values, we’re working hard to serve as an alternative voice – as a source for fact-based reporting and analysis audiences can trust. That’s why our growth trajectory is so strong:

2022 VS. 2021

5M+ Syndication helped propel our total monthly reach to more than two million.



*Monthly average

**Instagram
account
launched in 2021

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“Now, more than ever, it is critical for the pro-Israel community to receive fair and accurate information with regard to the State of Israel and world Jewry. JNS provides this vital service.”

—David Friedman, Former U.S. Ambassador to Israel

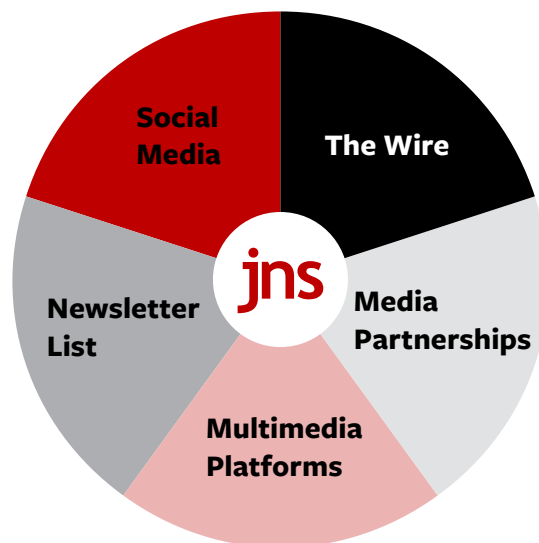
JNS: Center of the P.I.E.

Syndication

JNS provides content to more than 50 syndication subscribers, who republish it to growing audiences across North America and around the world.

Maximizing impact requires that JNS be at the center of the PIE, the Pro-Israel Ecosystem. That's why we've set our sights on making JNS the leading media portal for everything Jewish and Israel-related. JNS partners with dozens of pro-Israel Jewish organizations – and the circle is growing constantly. We help our partners get their word out too. We offer a platform for their perspectives and a distribution channel for their news, as well as boosting exposure for their programs, conferences, and other activities.

More importantly, JNS works with Jewish organizations to coordinate news coverage from the front lines of the battle for Israel's good name, and our own. A story about a BDS resolution on a college campus, or even a call from a reporter, can go a long way to ensuring a favorable outcome! No other Jewish media outlet works so symbiotically with the organizations that drive the Jewish world.



JNS Wire

JNS Wire, our press release publication service, helps ensure our partners are heard. With a dedicated Twitter page and weekly email blast to our syndication partners, JNS Wire is quickly becoming an essential resource, serving as a comprehensive digest of initiatives and activity from across the Jewish world.

JNS Content



What We Publish

- Israel's security/ int'l diplomacy
- Israel-Diaspora relations
- Jewish communal organizations
- Antisemitism/BDS/campuses
- Innovation, culture



What We Don't Publish

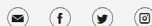
- Fake news
- Reprints, including from AP and Reuters
- Articles that harm Israel's diplomatic standing, Israel-Diaspora ties, or the Jewish people
- Stories that promote progressive values as Jewish values

World-Class Analysis



JNS WRITER

JONATHAN S. TOBIN



Jonathan S. Tobin is the Editor in Chief of JNS — Jewish News Syndicate. He is also a contributing writer for National Review and a columnist for the New York Post, Haaretz and other publications.



JNS WRITER

CAROLINE GLICK

Caroline B. Glick is the senior contributing editor of Jewish News Syndicate and the host of the Caroline Glick Show on JNS. Glick is also the diplomatic commentator for Israel's Channel 14, as well as a columnist at Newsweek. Glick is the senior fellow for Middle Eastern Affairs at the Center for Security Policy in Washington and a lecturer at Israel's College of Statesmanship.



JNS WRITER

MELANIE PHILLIPS

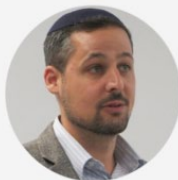
Melanie Phillips, a British journalist, broadcaster and author, writes a weekly column for JNS. Currently a columnist for "The Times of London," her personal and political memoir, "Guardian Angel," has been published by Bombardier, which also published her first novel, "The Legacy," in 2018. Go to melaniephillips.substack.com to access her work.



JNS WRITER

RUTHIE BLUM

Ruthie Blum is a Tel Aviv-based columnist and commentator. She writes and lectures on Israeli politics and culture, as well as on U.S.-Israel relations. The winner of the Louis Rappaport award for excellence in commentary, she is the author of the book *To Hell in a Handbasket: Carter, Obama, and the "Arab Spring."*



JNS WRITER

ALEX TRAIMAN

Alex Traiman is CEO and Jerusalem Bureau Chief of Jewish News Syndicate.

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“Thank you to the entire JNS.org team for providing a platform for truth-tellers to disseminate news and events as they transpire, ensuring that the truth is told and that an accurate historical record has been documented for eternity.”

—David Green, Endowment for Middle East Truth, Chairman of the Board

TV Shows & Podcasts

JNS's menu of TV and video expanded in 2022 to include a daily version of Jonathan Tobin's "Top Story" podcast. Along with their availability on YouTube and the JNS.org website, we increased the frequency of live streaming more and more materials on Facebook, Twitter and Instagram, and boosted traffic with short teaser videos that add energy and engagement.



Top Story
Jonathan Tobin



The Caroline Glick Show
Caroline Glick



Global Perspectives
Ellie Cohan



Wine with Adam
Adam Bellos

Viewership

 **690,527**

 **4.48K**

 **431%**

Total Video Views
(2022 versus 2021)

 **223%**

YouTube Subscribers

Podcast Portal

Jewish thought leaders and organizations are turning to the burgeoning medium of podcasting to reach audiences. To help people access these thoughtful, high-quality shows, JNS is leveraging its networks to serve as a portal for podcasts across the Jewish world.

Top Interviews of 2022



Israeli Prime Minister
Benjamin Netanyahu



U.S. Ambassador
to Israel
Tom Nides



Israel's Minister of
Strategic Affairs
Ron Dermer



Former U.S.
Secretary of State
Mike Pompeo



U.S. Senator
Ted Cruz



Political Pundit and
Syndicated Columnist
Ben Shapiro



Israeli Minister
and M.K.
Itamar Ben-Gvir



Israel's Ambassador
to the U.N.
Gilad Erdan



Israel's Minister of
Diaspora Affairs
Amichai Chikli



Deputy Mayor of
Jerusalem
Fleur Hassan-Nahoum



New Hampshire
Governor
Chris Sununu



Former U.S.
Ambassador to the U.N.
Nikki Haley

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“Jonathan Tobin is one of the most important Jews of our time.”

—Rabbi Abraham Cooper,
Simon Wiesenthal Center

Case Studies

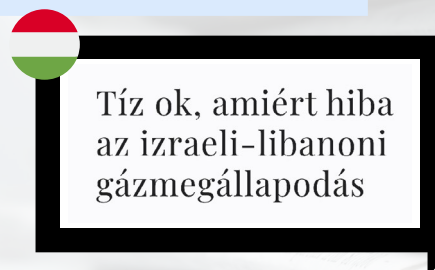
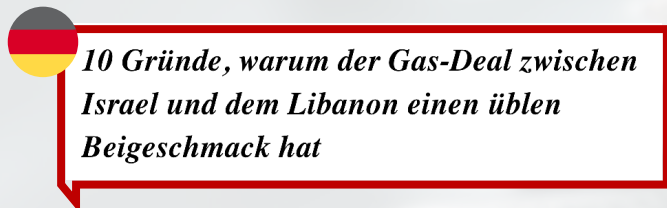
The world makes more sense when JNS covers it

JNS has a unique niche as a counterweight to the distortions and bias that characterize much of mainstream media – even Jewish media – coverage of Israel and the Jewish people. Our news and analysis tell Israel's story accurately, persuasively, and impactfully. Our exclusive, behind-the-scenes reporting gives audiences insights into the real Israel, insights that are simply not available from other news outlets.

That's how JNS sets the tone for positive change. From Washington to Jerusalem, we bring policy makers and influencers the facts and context they need to deal effectively with the threats and opportunities facing Israel and Jews everywhere.

Case Study #1: Informing the discourse - globally

While much of the mainstream media was celebrating the Lebanon-Israel maritime deal, JNS Jerusalem Bureau Chief, Alex Traiman, took a critical look at the agreement and called out its potential pitfalls. His story was picked up by dozens of news outlets worldwide, appearing in French, Spanish, Hungarian, German, Arabic and Turkish, as well as English.



Case Study #2: Headlines tell the story



Mainstream Jewish media slam Jerusalem Day Flag March

Israel's annual Jerusalem Day Flag March went ahead without incident on May 29, 2022, despite Hamas's threats of violence and hostile Israeli media coverage.

In the lead-up to the event, which celebrated 55 years since the reunification of Israel's capital after the 1967 Six-Day War, Hamas threatened to attack unless it was called off.

Instead of focusing on Palestinian incitement, prominent Jewish publications including the

Jerusalem Post and Times of Israel tried to spin the annual parade as a fringe right-wing event that was spurring Palestinians to violence.

Times of Israel founding editor David Horowitz penned a column under a provocative headline that described the event as a of which described the event as a "triumphalist march by Orthodox nationalist men." Jerusalem Post Editor in Chief Yaakov Katz wrote a widely shared editorial accusing Israel of "racism."

JNS set the record straight with fact-based, accurate reporting.



Looking Forward...



New Website and App!

JNS plans to launch a renewed website in early 2023. The site will include a more interactive homepage, the ability to more easily view our articles and other content and a “smarter” backend that can share related stories. Following the web launch, JNS will create an application to make it easier for our readers to access the site from their phones.



JNS Community

We will also be launching our JNS community, where readers will be able to enjoy an ad-free experience and access premium content, and be invited to special webinars and other virtual events.



Author/Topic-Specific Emails

“The Latest from Editor-in-Chief Jonathan Tobin” and “The Best of Caroline Glick.” In 2023, readers will be able to sign up directly for those newsletters and others based on the writers and topics they love.



More Digital Content

Finally, JNS plans to expand the digital offerings we bring to our audiences by hosting a new group of podcasts being produced by experts and influencers in America and Israel and around the world.

A Word from our Board Chairman



Dear Friends,

When my wife, Amelia, and I sat down with Russel Pergament in 2011 to discuss the mainstream media's appalling coverage of Israel, we knew we had a problem. No matter what we read or watched, the Israel as reported by the morning papers and nightly news was unrecognizable. Where was the dynamic, diverse, ethical, peace-seeking Jewish state that we know and love so well?

We realized a new approach to media coverage of Israel was needed. Instead of relying solely on others to tell Israel's story, we had to start telling it ourselves. That meant setting up a first-rate news organization of our own, one whose commitment to the highest journalistic standards would allow it to tell that story fairly and credibly. It meant creating JNS.

Eleven years later, we're glad we did just that. Because today, it's not just Israel that the media distort, it's Jews everywhere and the core Jewish values that we hold dear.

But now we have JNS to help us to fight back – to tell our story so that we recognize it. The robust growth you'll read about in this report tells all you need to know about our award-winning brand of honest, balanced, fact-based news and opinion about Israel and the Jewish world. For more and more news consumers, JNS is setting the record straight.

None of this would be possible without the talents and drive of CEO Alex Traidman, Editor-in-Chief Jonathan Tobin and our terrific JNS team. Nor would it be possible without you – our supporters and partners; our readers, listeners and viewers; our friends.

Thank you for making JNS the credible, dependable Jewish voice it has become.

A handwritten signature in black ink, appearing to read 'Joshua Katzen'.

Joshua Katzen
Co-Founder, Co-Publisher,
and Chairman of the Board

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“JNS plays a significant role in getting the truth out there in a world suffering so much disinformation and mistaken perceptions.”

—Dr. Hillel Newman, Consul General of Israel to the Pacific Southwest

Your support makes JNS's impact possible!

Our ability to cover the critical issues facing Israel and the Jewish world – without the usual media bias – depends on the support of our committed readers, listeners and viewers.

Tax-deductible contributions can be made to Jewish News Syndicate (also registered as Jewish News Service) as follows:



Checks can be mailed to: JNS - 9450 SW Gemini Drive
PMB 38958 Beaverton, OR 97008



Donor-Advised Funds can find JNS under Jewish News Service, Inc.:
EIN # 45-0949784



www.jns.org/donate

JNS gratefully accepts donations in any currency, as well as stock gifts. We're also excited to tell you about our 2023 JNS Donor Societies.



I look forward to being in touch:

Jennifer Schrutt
Director of Development
jschrutt@jns.org

Thank you for your support!



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Canadian tax-deductible donations can be made via the Ne'eman Foundation at www.jns.org/donatecanada.

www.jns.org



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