



Press Kit

Marking One Year on Genocide

This press kit aims at providing newsrooms, editors and journalists with **a summary of key resources, facts, and guidance** ahead of covering the one year since October 7 and the ongoing genocide on Gaza. This is particularly important given that Israel continues to forbid any international journalists to access Gaza and the relentless targeting of local journalists in Gaza.

It is also important to stress, as Israel started invading Lebanon, that Israel's ongoing genocide in Gaza, the escalating annexation and violence in the West Bank, and its aggression on Lebanon, Syria and the region are not isolated events or sudden developments, but rather symptoms of Israel's ambitions to consolidate its domination and reshape the region according to its colonial interests.

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1. Key Facts and Stories of Israeli Genocidal Acts on Gaza

A. Death toll, Massacres, Mass Graves, and Families Wiped from the Registry

- In one year, Israel has killed more than 41,615 Palestinians, including 17,000 children. Massacres have become a tragic norm, with entire families wiped from civil registries, bodies burned, dismembered, and children beheaded.
- Death toll and people killed: The Lancet [found](#) that direct and indirect death in Gaza could reach 186,000 people.
- Documented massacres:
 - **Flour Massacre** in February, [here](#) and [here](#).
 - **Al-Shifa Hospital Massacre** in April, [here](#).
 - **Rafah's Tents Massacre** in May, [here](#).
 - **Nuseirat Massacre** in June, [here](#), [here](#) and [here](#).
 - **Al-Mawasi and Al-Shati Camp Massacres** on 13 July, [here](#).
 - [Infographic](#) showing 30 mass graves, with 3,000 Palestinian bodies killed in Israel's genocide.
- **For detailed accounts of all single events day by day with data**, see [Airwars database](#)
- **Key resource:** [The Palestine chronology](#) - events day by day



- **Handful of stories** from the hundreds of thousands of stories of Palestinians whose lives have been destroyed, even if they are alive.

- [Hind Rajab](#), 6-years old.
- [Refat Al Areer](#), poet and intellectual
- [Mohamad Abu Alqumosan](#), whose wife and twins were killed.
- The [Abu Salem family](#), entirely exterminated.
- [Ismail Al- Ghoul](#), young journalist
- See more: [Gaza Faces, not just numbers](#)

B. Israel Breaking World Historical Records for Crimes and Atrocities

- The UN [has declared](#) Gaza as the **most dangerous place in the world to be a child**.
- Over 75% of all **journalists killed** worldwide in 2023 were [killed](#) during Israel's genocide on Gaza.
- The number of **aid workers** [killed](#) in Gaza in the past year is the highest ever in a single crisis.
- Israel dropped [70,000 tons of bombs](#) on Gaza, **exceeding World War II bombings** in Dresden, Hamburg, London combined.

C. Injuries

- More than 96,350 Palestinians have been injured in Gaza. At least 25% of those injured are likely to have life-changing injuries, including over 15,000 cases of extremity injuries, and around 3,500 amputations, [according](#) to the WHO.
- A new acronym has been coined: **WCNSF – Wounded Child No Surviving Family**, highlighting the tragic situation of thousands of orphaned and wounded children.

D. Infrastructure Destruction

- HEALTHCARE: [Platform Documenting destruction of the health sector](#) in extensive details.
- HOME, WATER & ROADS: 67% of [water, sanitation facilities and infrastructure](#), and [road network](#) have been destroyed or damaged.
- In May, the UN [estimated](#) that rebuilding Gaza's homes could take until 2040.
- SCHOOLS & UNIVERSITIES: Israel [destroyed](#) 90% of schools in Gaza. The last remaining university in Gaza was destroyed in January 2024. UN experts [called](#) the systematic destruction of Palestinian education system a scholasticide. UNRWA/University of Cambridge [report](#).
- [destruction assessment](#) of higher education institutions by French Agency for Development
- CULTURE & HERITAGE: Israel's relentless bombing has obliterated Gaza's cultural and historical heritage, known as one of the oldest cities in the world, with 195 heritage sites, 227 mosques and three churches [damaged or destroyed](#), including



the Central Archives of Gaza, containing 150 years of history.

E. Forced Displacement

- [Nine out of ten](#) Palestinians in Gaza are now internally displaced, many of them multiple times (some up to 10 times). [Report by Oxfam](#) on the cycles of displacement
- 86% of Gaza [remains](#) under Israeli-issued evacuation orders.
- Israel has re-occupied Gaza, taking control of 26% of the Strip, [check interactive website here](#).

F. Starvation

- In July, UN experts [declared](#) famine has spread across Gaza. This has followed months of [assessments](#) by the Integrated Food Security Phase Classification on the high risk of famine.
- The UN reported 32 deaths from malnutrition including 28 among children under five years old. Around [200 patients](#) have been admitted to severe acute malnutrition, and 50,000 children are [estimated](#) to require treatment for acute malnutrition.

G. Health Situation

- In eleven months, there were [512 attacks on healthcare](#) across Gaza, resulting in the killing of 759 Palestinians, detention and arrest of 128 health workers, while affecting 110 health facilities and 115 ambulances.
- 90% of Gaza's water supply is unsafe for drinking.
- Infrastructure destruction, lack of sanitation, the collapsed health system, and overcrowded displacement sites are creating a breeding ground for epidemics.
- Israeli assault on health has created a "war biosphere", with the polio virus returning to Gaza among many other catastrophic health consequences of the genocide.

H. Humanitarian Aid Obstruction

- Israel has obstructed humanitarian aid to Gaza through tightening its blockade, creating military checkpoints across Gaza, attacking humanitarian agencies and aid workers, as well as attacks against UNRWA, and its personnel. [Read Al-Haq's statement](#).
- 7 ways Israel has been deliberately blocking humanitarian aid by [Oxfam](#).
- US humanitarian agencies even confirmed there was deliberate obstruction, sending their findings to the State Department and it was revealed that [the Biden administration lied to Congress and buried the findings](#).



- 15 international NGOs collectively [released an appeal](#) detailing how Israel's siege **blocks 83% of food aid** reaching Gaza.
- Analysis on the governance of aid by [Palestine Economic Policy Research Institute](#).

I. Genocidal Intent

The genocide is also occurring on the backdrop of clear genocidal intent by Israeli officials and policymakers. From the get-go, it was clear this was not a war but there was deliberate intention to eliminate, erase, and destroy the entire population and territory. From announcing total siege and intention to cut electricity and water supply, using animal metaphors and other dehumanizing labels, Israeli genocidal intent has been clear.

→ [Law4Palestine has compiled a database](#) of **more than 500** incitement to genocide and mass violence by Israeli officials and public figures.

Examples:

- There will be no electricity, no food, no water, no fuel, everything will be closed. We are fighting against human animals and will act accordingly." Y. Gallant (Defense Minister)
- "[You must remember what Amalik has done to you](#)", Benjamin Netanyahu
- "Burn Gaza now, nothing less!" deputy speaker of the Knesset on X

2. The Assault on the West Bank

This is not a "Israel-Hamas" war. The latest bombardments on Lebanon have reaffirmed it. Media should not also frame this as "spilling over" to the West Bank. The West Bank has always been central in the project of domination put in place by Israel in the entire territory. Israel has taken the operation of October 7 as an excuse to expand its colonial project and violent control of the West Bank, with Palestinians further trapped and facing a looming ethnic cleansing.

- The past year has been the deadliest year for Palestinians in the West Bank, with over 693 killed. [Ocha Updates](#): For facts and figures on killings, injuries, demolitions and other forms of systemic violence.
- **One child every two days** has been killed in the West Bank since October 7 - report by [DCI](#).
- Between 7 October 2023 and 23 September 2024, Israeli authorities [demolished, destroyed, or confiscated](#) 1,725 Palestinian structures across the West Bank, displacing more than 4,450 Palestinians, including about 1,875 children. This is more than twice the number of Palestinians displaced in the same period before October 7.
- The Israeli government has expanded **settlements and land grabs**. In May 2024, the Israeli authorities transferred powers relating to land and settlements from



military to Israeli civilian control, furthering the annexation of the West Bank. Since October 7, settlers established [25 new colonial outposts](#), the government retroactively “legalized” three **colonial outposts** and declared 24,193 dunams in the West Bank as “state land.”

- Between October 7 2023 and September 23 2024, OCHA [recorded](#) 1,390 attacks by Israeli settlers against Palestinians, of which about 135 led to Palestinian killed and injured. Between October 2023 and August 2024, 261 households comprising 1,566 Palestinians have been [displaced amid settler attacks](#).
- Background briefing on settler violence by [UAWC](#).

3. Israeli Disinformation and Lies since October 7

Below are the major false claims and misleading stories that have been proactively circulated and promoted by Israeli authorities and/or affiliated groups. The widespread use of these disinformation talking points by Israeli officials and blatant bad faith coverage by some media outlets have created a dangerous warfare weapon that further dehumanizes Palestinian men and Hamas. The Israeli authorities have [spent more than 7 million USD in ads](#) and propaganda content internationally.

General Resources: [Decolonize Palestine, Myth Database](#) / [Pali Answers](#) / [October 7 Fact Check](#)

A. Claim: Hamas Committed Mass Rape on October 7

- **Media Echo:** These claims were quickly picked up, with many mainstream media and international organizations echoing the allegations.
- **Debunked:** As time passed, no credible evidence emerged to substantiate the claims of mass rape. Multiple investigations debunked the accusations. Many of the reports that accuse Palestinians of committing systematic sexual violence against Israeli women rely on testimonies by ZAKA volunteers, an Israeli rescue organization which does not do forensic work. An [Associated Press article](#) debunked two accusations of rape and sexual violence by volunteers with ZAKA. The volunteer told AP: “It’s not that I invented a story ... At the end, it turned out to be different, so I corrected myself.” Furthermore, the credibility and methodologies of UN and international human rights organizations reports, which have reiterated allegations of systemic gender-based violence and rape, have been challenged by [Palestinian civil society](#) and [international solidarity networks](#).
- **Impact on Public Opinion:** The spread of these allegations is playing to this day a significant role in demonizing Palestinian resistance and dehumanizing Palestinians more broadly.



Key Resources:

- [Feminist Solidarity Network for Palestine, 'Here's what Pramila Patten's UN report on Oct 7 sexual violence actually said'](#)
- [AP, 'How 2 debunked accounts of sexual violence on Oct. 7 fueled a global dispute over Israel-Hamas war'](#)
- [Mondoweiss, 'ZAKA is not a trustworthy source for allegations of sexual violence on October 7'](#)
- [AlJazeera, 'The unravelling of the New York Times ' Hamas rape' story'](#)

B. Claim: Hamas Uses Civilians as Human Shields and Hospitals as Military Bases

- **Media Echo:** These claims have been amplified by various international news outlets, with many referencing Israeli military sources and spokespeople. The same misinformation tactic has been used by Israel for bombing Lebanon.

- **Debunked:**

Civilians as Human Shields: Human rights organizations, such as [Amnesty International](#), and the UN have found no concrete evidence to support the claim of use of human shields by Hamas. Gaza is one of the most densely populated areas in the world, which naturally complicates the distinction between civilian and military areas. Israel's successive military aggressions on Gaza, including the most recent genocide have been documented with widespread, systemic and indiscriminate bombings and targeting of civilians and civilian infrastructure. On the other hand, investigations [revealed](#) that Israeli forces themselves have used Palestinians as human shields, turning the myth on its head.

Hospitals as Military Bases: Independent investigations found no concrete evidence supporting the claim. A [Washington Post analysis](#) of open-source visuals, satellite imagery and all of the publicly released Israeli military materials debunked the claim that Hamas had been using the Al-Shifa hospital as a command centre. Another Israeli claim that a calendar on the walls of a hospital is a "Hamas guard list" was easily [debunked](#) by Arabic speaking social media users. Another [AlJazeera investigation](#) disproved an Israeli claim that there is a Hamas tunnel under the Qatari Hospital, showing that 'the hatch Israel claimed was a Hamas tunnel is only a water reservoir for the hospital.' The [World Health Organization](#) condemned Israeli attacks on healthcare facilities and Human Rights Watch [said](#) it cannot corroborate the Israeli allegations of Hamas using Al-Shifa hospital as a military base, and that attacks on healthcare facilities "[should be investigated as war crimes](#)".

- **Impact on Public Opinion:** These claims create a perception that justifies and normalizes Israeli bombings of hospitals, shelters and other areas packed with



displaced Palestinians, injured, and patients. They also shift the blame onto Hamas rather than acknowledging the responsibility of the Israeli military.

Key Resources:

- [Mondoweiss, 'Every accusation a confession: Israel and the double lie of 'human shields'](#)
- [DecolonizePalestine – Myth: Palestinians use human shields](#)
- [Al Jazeera – The fallacy of Israel's human shields claims in Gaza](#)
- [B'Tselem – Human Shields](#)
- [Washington Post Investigation on Al-Shifa Hospital](#)
- [Al Jazeera Investigation on Qatari Hospital](#)
- [The Intercept report on Al-Shifa Hospital](#)
- [Guardian, Report on al-Shifa hospital](#)
- [Euro-Med Human Rights Monitor, Report on Israeli massacre at Al-Shifa](#)

C. Claim: Hamas Beheaded Children on October 7

- **Media Echo:** This claim started from an Israeli correspondent who reported claims made by Israeli soldiers that they had found beheaded babies in the Kufr Azza kibbutz. She reported, “Babies, their heads cut off. That’s what they said.” The story, unchallenged, was widely circulated in global news outlets, and by politicians, contributing to its rapid spread.
- **Debunked:** As investigations started, Israeli officials [retracted](#) these claims. Investigations [concluded](#) that the allegations lacked credible proof.
- **Impact on Public Opinion:** This narrative, though debunked, inflamed public sentiment against Palestinians, further dehumanizing them and justifying Israeli crimes against them. The efforts to retract the story after it was debunked were minimal, and the damage was already done. The claims and this story remain in circulation to this day.

D. Claim: Hamas is Stealing Humanitarian Aid

- **Media Echo:** This claim has been repeatedly circulated by Israeli officials and global media outlets, alleging that Hamas is diverting humanitarian aid meant for Palestinians in Gaza for its military purposes, or claiming that sending aid to Gaza would be helping Hamas.
- **Debunked:** Israel has been imposing an air, land, and sea blockade on Gaza for the past 17 years, which has only been tightened since October 2023. Every aid entry is



subjected to strict and arbitrary protocols by the Israeli occupying authorities. Once aid is inside Gaza, it is the responsibility of the U.N. and humanitarian agencies. Consecutive statements have denied any hijacking of humanitarian aid by Hamas, including by [US officials](#), and [UN agencies](#). Instead, Israel bears the primary responsibility of the famine and humanitarian crisis due to its blockade regime and the systematic obstruction of aid delivery into Gaza.

- **Impact on Public Opinion:** The portrayal of Hamas as exploiting humanitarian aid feeds into negative portrayals of Hamas as an untrustworthy governing body in the Strip, further dehumanizing Palestinians. It further questions and conditions the necessity of aid delivery into Gaza, amid Israel's ongoing illegal blockade, genocide, and starvation warfare.

4. Israeli Captives and Palestinian Captives - Discerning facts from myth

A. Israeli Hostages

- On October 7, Israel ordered the use of **the Hannibal directive** - The doctrine, written in 1986 in response to the kidnapping of Israeli soldiers in Lebanon, gives permission for Israeli forces to fire on "enemies holding their comrades hostage" at the risk of killing the hostages. The Israeli army gave the order to fire on troops captured by Hamas. [ABC summary](#). Many Israelis among the people killed that day were killed by their own fire.
- [Freed Israeli captives](#) media appearances got tightly controlled and restricted. Up to now, few direct testimonies.

Hostages spoke through families who described their conditions as mistreatment with things like being "obliged to whisper" or "being covered with blankets" or "being lied to". Others described [being well-treated](#).

- In December 2023, the Israeli army [shot and killed 3 Israeli hostages](#). From that incident it was revealed that Israeli soldiers were not given the order to be "cautious" with people in general they would encounter.
- On June 8 2024, Israel **massacred Palestinians - 270 Palestinians were killed and another 698 people injured - "to rescue" four** hostages. Following outrage of the extremely [biased media coverage that day](#), many outlets later [covered](#) what actually happened to Palestinians who had been completely dehumanized.
- 3 of the 6 Israeli hostages found dead in August 2024, were to be released in the deal agreed by Hamas and the US, that Israeli government rejected - [CNN piece](#)



- [Interview](#) with the **Thai negotiator** who negotiated the Thai hostages release with Hamas.

B. Palestinian Hostages

Israel massively kidnapped, detained and made forcibly disappear Palestinians, with documentation and evidence of abuse, torture, rape also resulting in detainees being killed in Israeli custody.

- At least **53 Palestinian captives** have [died](#) in Israeli prisons from torture, and inhumane conditions since October.
- **Sde Teiman Camp - a torture camp** (in the Negev) where captives from Gaza were taken and systematically abused, tortured, beaten and one [raped](#) - [whistleblower revealed](#)
- Gaza's main **football stadium was turned into a detention camp** where Palestinians were systematically abused, stripped naked and tortured.
- **Children** were also kidnapped and abused - [DCI report](#)
- Palestinian captives freed, constantly showed massive loss of weight, marks of physical abuse and torture, being beaten up, attacked by dogs and many more.
- Rape and sexual abuse were also reported - The **Israeli soldier accused of rape** was repeatedly invited on Israeli channels [to defend himself](#) and was cheered. And he was [defended by Israeli leaders](#).
- Al-Mezan, the human rights group [documented](#) direct accounts of the Israeli army using Palestinian kidnapped in Gaza as **human shields**
- B'Tselem reported the systematic torture and abuse Palestinians face in Israeli jails in the West Bank and Gaza: [Welcome to Hell](#)
- Palestinian **political prisoners population in Israeli jails has almost doubled** since October 7. 9,900 Palestinian prisoners compared to 5,200 prior to October 2023.

Key Resources:

- Testimonies [here](#), [here](#), [here](#), [here](#) and [here](#)
- Investigations and reports [here](#), [here](#), [here](#), [here](#), and [here](#)
- [UN experts statement](#)



5. Israeli Obstruction of Ceasefire Talks and Deals

Below are the chronology and facts regarding the ceasefire deals and hostages exchange deals. It is clear that from October, Hamas strategy was to accept releasing all hostages in exchange of Palestinian captives and asking for a permanent ceasefire. The Netanyahu government always rejected this, refusing a permanent ceasefire and the withdrawal of Israeli troops from Gaza.

Topline Events that Occurred

- [In October already](#), families were asking Netanyahu to accept deals on the table and were dismissed.
- **Nov 22:** After talks, an initial four-day ceasefire started, with Hamas releasing 50 Israeli captives in exchange for 150 Palestinian women and children held captive in Israeli prisons. Netanyahu refuses a permanent ceasefire, insisting that Israel's aim is to "dismantle Hamas completely". The "truce" was only extended a week.
- **In November**, [Al Jazeera analyzed](#) hundreds of speeches at the UN and found that 55% of nations that have spoken on the issue of the situation in Gaza have called for a ceasefire, while 23% have called for a "pause," and 22% did not call for either a pause or a ceasefire:
- **Dec 2:** Hamas demands the release of all Palestinian prisoners in exchange of hostages release. Israel refuses.
- **Dec 10:** Hamas studies a [three-phase truce](#) plan proposed by Egyptian, Qatari, Israeli and US negotiators in Paris. Netanyahu rejects, with his coalition allies threatening to collapse the coalition if he accepts the deal.
- **Feb 20:** third time that US vetoes a UN resolution for ceasefire. Decision welcomed by Israel
- **March 5:** Following the prisoner exchange deal between Israel and Hamas in November 2023, Israel violated the principles of the deal and [rearrested](#) eleven Palestinians of those who were released as part of the deal.
- **May 7:** Hamas accepts a ceasefire proposed by Qatar and Egypt that follows the three-phase framework. It stipulates that all Israeli captives would be released in exchange for an unspecified number of Palestinian prisoners. It calls on Israel to scale up aid, gradually withdraw from Gaza and permit reconstruction as well as lift the siege it imposed on the enclave since 2007. Two days later, Israel launches the offensive and massacre on Rafah where 1.4 million displaced Palestinians were seeking refuge.
- **July 31:** Israel assassinates Haniyeh, the principal negotiator for a ceasefire.

Since October Israel has massively arrested people [see point 4. above] almost doubling the number of Palestinian prisoners in Israeli jails, including women and children, in order to count them in the prisoners' exchange negotiations.



Key Resources:

- [IPS summary](#) of ceasefire calls and talks.
- Al Jazeera timeline of [ceasefire talks](#).
- Ex spokesperson for Israeli captives families [spoke out about](#) Netanyahu blocking deals.
- [Al-Shabaka, 'The Enduring and Racist Trope of Palestinian Rejectionism'](#)

6. Avoiding Harmful Framings & Practices when Reporting

Language, framings, narratives, choices of sources and other practices are very powerful in the reporting on the current genocide and crisis situation. They have been used to manufacture consent for mass oppression and violence, and dehumanizing victims. For accurate and critical cover of the news, below are short guidelines on traps and pitfalls.

A. Decontextualization

- **Problem:** using two-sided framing, erasing the context of decades of colonialism and the illegal occupation, apartheid and blockade, and framing things as having started on October 7.
- **Example:** “Israeli-Hamas war” instead of “Israel’s genocide on Gaza”.

B. The supposed "Right to self-defense of Israel

- **Problem:** In the words of an [international law scholar](#): “approaching Israel’s current military action in Gaza as if it is an isolated incident of the use of force, and asking whether Israel has a right to self-defence in international law justifying this action, is to fundamentally mischaracterize the situation. Israel’s current action is actually a re-configuration of the existing use of force it has exercised, in the form of the blockade (with episodic bombing and land incursions) and before that in its original boots-on-the-ground, and settlements, manifestation, adding new means and methods.” **Example:** Most European and U.S official statements, as well as mainstream media’s framings.

C. Using Passive Voice

- **Problem:** Use of passive voice absolves Israeli apartheid from its responsibility and hides its crimes.
- **Example:** “40,000 Palestinians killed” instead of “The Israeli occupying forces killed 40,000 Palestinians.”



D. Delegitimizing Palestinian Sources

- **Problem:** Doubting Palestinian sources and testimonies as unreliable and adding hearsay qualifications, which dehumanizes Palestinians and undermines their credibility.
- **Examples:** Attributing Palestinian martyrs figures to "the Hamas-run Ministry of Health" / "Hamas says Israeli strikes kill 40 in Gaza safe zone" / "Senior Gaza doctor alleges 'severe torture' following release from Israeli detention" / "Israel killed 40 Palestinians, officials/witnesses say". Since last year, a prime example has been to **delegitimize and question numbers coming from the Gaza Ministry of Health** and to label any fact coming from Gaza as "Hamas" claims. This is absurd considering that in all previous war campaigns on Gaza since 2009 the death toll was never questioned, that the UN still uses the data, that the Ministry of Health is also administered by PA employees, that the data comes from all over facilities in Gaza including Christian hospitals, that the UN still uses such data and that the death toll is very largely underestimated and likely. Such allegations

E. Presumption of Guilt for Palestinians & Presumption of Legitimacy for Israeli Violence

- **Problem:** Using Israeli army justifications to face value; buying into the Israeli talking points to manufacture consent for its violence; dehumanizing Palestinians as "non-civilians or not "innocent" or presuming that if Israel bombarded a place it was for a specific legitimate target. Palestinians [have been forced to justify their humanity](#).
- **Examples:**
 - calling it "[targeted strikes](#)" when dozens of Palestinian civilians killed and entire buildings destroyed.
 - "[Hamas command destroyed](#)" when wiping out an entire area.
 - "[IDF investigating soldiers](#)" as headline when there is actual video footage evidence of the soldiers' crimes, and we know the Israeli system never holds itself to account.
 - Stressing on the fact that Gazans were given "notice" (sms/ flyers) to evacuate before the bombing, when they have nowhere safe to go and will lose their homes anyways

F. The Ideal Victim

- **Problem:** The selective reporting on certain victims is a dehumanizing practice that assumes some are more deserving of sympathy and justice than others.
- **Examples:** overemphasis on women and children and ignoring Palestinian men as victims / Excluding Palestinian resistance fighters from coverage, or when included, criminalizing and demonizing them.

G. Using the Concept of "Terrorism"

- **Problem:** Framing Palestinian resistance as terrorism and criminalizing Palestinians' right to resist colonialism and occupation.



- **Example:** Referring to Palestinian resistance groups and individuals as terrorists.

H. Censorship

- **Problem:** Banning the use of certain terms to obscure the reality of Israeli apartheid.
- **Example:** Media outlets [imposing](#) policies to ban usage of terms that reflect reality such as "genocide," "ethnic cleansing," or "occupied territories"

I. Downplaying and exceptionalizing Israeli violence

- **Problem:** Sanitizing and reductionist language to downplay Israeli oppression. Describing Israeli violence as unprecedented or unusual, downplaying the century old settler colonial project that is ongoing by the state, military and settlers.
- **Examples:**
 - "Israel killed dozens" instead of reporting on the magnitude of Israeli massacres.
 - Referring to attacks by illegal settlers backed by the state as "extremists" attacks as if they were just a few bad apples.
 - overemphasis on the "right-wing government" or singling out Netanyahu suggesting its policies are exceptional compared to more centrist governments who nonetheless bombed Gaza and built settlements.
 - Israel "sends troops" to Lebanon vs. Israel "invades" Lebanon.

J. Institutional Legitimization

- **Problem:** reinforcing Zionist narratives through legitimizing language.
- **Example:** Referring to the Israeli military as the "IDF" (Israeli Defense Forces) or "Tsaahal" rather than "Israeli Occupation Forces (IOF)" or "Israeli army"

7. Key Tips for Ethical Reporting

1. **Contextualize your reporting:** Israel's colonialism did not start on October 7 and the situation is not a two-sided conflict. For eight decades, Israel's settler-colonial regime has imposed apartheid and occupation on the indigenous people of Palestine. Frame your reporting within that context.
2. **Reject the terrorist narrative altogether:** reject this narrative which has been exploited globally by imperial powers to whitewash their illegal aggressions.
3. **Counter an occupying power's self-defense fallacy:** Such claims are not only morally indefensible but also lack legal standing under international law. (See point above about self-defense). Instead, **highlight the oppressed right to resist** in pursuit of their right to self-determination.



4. **Highlight the colonial suppression of all forms of resistance:** shed light on Israel's systemic suppression, and criminalization of all forms of Palestinians' resistance over the past century including protests, strikes, boycotts, political organizing, and legal and advocacy work.
5. **Do not use the passive tense or reductionist language:** reject the use of mild or depoliticized language when reporting about Palestine. Avoid the filtering of terms or passive language that minimizes or sugarcoats Israeli crimes.
6. **Don't take Israeli officials' sources at face value:** disinformation is embedded in the Israeli regime's tactics. Always critically evaluate and challenge the credibility of Israeli official sources, look for independent verification, and fact check claims.
7. **Stop the immediate presumption of guilt of Palestinians:** Acknowledge the dehumanization embedded in forcing Palestinians to prove their humanity and stop any decontextualized, red herring or false equivalence questions or framings that treat Palestinians as in interrogation.
8. **Centre Palestinian voices and respect Palestinian agency:** centre on Palestinians as active agents and ensure they have the main say in how their own stories are told. Trust and value Palestinian sources, without undue scepticism. Include Palestinians as credible analysts, experts, and representatives of their own realities.
9. **Do not look for the perfect victim:** Refrain from creating a hierarchy of victimhood according to what is more relatable to your values. Do not overrepresent Palestinian women and children in your coverage. All Palestinian victims deserve to have their stories heard and covered
10. **Do not be intimidated or be (self-)censored by pro-apartheid watchdogs:** resist yielding to intimidations and smearing by the Israeli regime and pro-apartheid watchdogs, as they are intentional tools to silence and discredit truthful coverage.



Key Resources:

- [PIPD, '10 things to remember when reporting on Palestine'](#)
- [IMEU, Guidance for Reporting on Palestine/Israel'](#)
- [AMEJA reporting guide](#) for the media
- [AJ+, 'Why It's Not The "Israel-Hamas War"'](#)
- [AJ +, 'Do Palestinians "Die"? Or Are They "Killed"?''](#)
- [How AFP is using the word terrorist](#)
- [Mohammed El-Kurd, 'The Right to Speak for Ourselves'](#)
- News Headline Corrections [by Assal Rad](#).
- [NewsCord's](#) detection of media bias and complicity in Israel's genocide.
- [Commentary by Al-Shabaka](#) on Western Media Complicity.
- [Teach in by Jaddaliya](#) with Sana Saeed on US Media Complicity in Israel's Genocide

8. Data-evidenced Analysis of Media Bias on Israel's Genocide

- US media: [by the Intercept](#)
- UK media: [by Centre for Media Monitoring](#)
- French media: [by Acrimed](#) and [Arret sur Image](#) (TV)
- On New York Times bias: <https://newyorkwarcrimes.com/>

9. Key Contacts

For questions, inquiries, media interviews and relevant connections:

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