

Publisher of TheJ.ca Attended Historic Media Conference in Jerusalem

thej.ca/2022/12/28/publisher-of-thej-ca-attended-historic-media-conference-in-jerusalem/

By TheJ.ca Staff

December 29, 2022

“One thing that can’t be argued or debated is the MIRACLE that is Israel”



Our publisher, Ron East, at the 5th Jewish Media Summit in Jerusalem. He is flanked by Outgoing diaspora affairs minister Nachman Shai (right) and Paul Harris, Group Editor and Managing Director of the Jewish Telegraph from England (left); he prints 4 separate weekly editions in Manchester, Leeds, Liverpool and Scotland. (Photo-Israel GPO)

Click an icon above to share, email, or save this article

For the first time since the Covid pandemic, nearly 100 Jewish journalists from across the Jewish diaspora came to Israel at the invitation of the Government Press Office (GPO) to participate in the 5th Jewish Media Summit held in Israel’s capital, Jerusalem.

Journalists, social media influencers, TV and radio hosts and freelancers from countries including Canada, Italy, Australia, Argentina, Spain, South Africa, Panama, France, Germany, the US and others came together to help write Israel’s story to the world. Representing TheJ.Ca, were Ron East, publication founder and contributor and Sri Lankan born journalist, Avi Kumar.

Among the tours offered, attendees were taken to The ANU Museum, FOZ (Friends Of Zion) Museum and on a tour to the Tze'elim army base in the Negev. They also toured the Peres Center for Peace and Innovation, founded in 1996 by the late president, Shimon Peres and the i24 News office, which gives coverage in multiple languages.

Some of the many dignitaries who met with the Jewish media personnel in attendance included former Defence Minister Benny Gantz, President Michael Herzog, Shitsel actress Neta Raskin and Shifra Weiss, Israeli ambassador to the UAE.

On that first day, Ron East found many public figures wanted to greet him.

“Today I had a great chat with Nachman Shai – Minister of Diaspora Affairs and old friend of my Abba. Even Benny Gantz – Minister of Defense stopped by to say a few words about my Abba. Amazing evening!”

At the gala dinner event, Gantz spoke about Iran and the need to bring ALL Jews no matter their stripes together because as East explained, “we are only strong when we are united.”

On the second day, summit participants visited the Ministry of Foreign Affairs where East participated in group discussions surrounding the issues of Combating Antisemitism and Reconsidering The Israel Diaspora Relations. Discussions were fruitful, and at times heated, as East recalled the events of May 15, 2021 when Israeli flags were burnt in Winnipeg and East was threatened with murder.

In the afternoon, participants visited the Knesset where they were given a tour of the Israeli legislature – A Walk Through The Halls Of Democracy. Following the tour, they had the opportunity to hear from Knesset members from different parties on the Israeli political spectrum. Heard from, were MK Yuli-Yoel Edelstein (Likud), MK Sharren Haskel (Mahane Mamlachti), MK Gilad Kariv (Avoda) and Rabbi Isaac Schapira (Agudat Israel).

Following the Knesset tour, the summit attendees enjoyed a celebratory dinner at The Friends of Zion Museum hosted by the Ministry of Diaspora Affairs. A lively discussion was had surrounding the rise of antisemitism and hate crimes and Israel's responsibility to its Jewish family world-wide. The night ended with singing and dancing, and a renewed commitment to combat anti-Zionism and antisemitism while telling Israel's story to the world.



Ron East addressed summit participants and MK Yuli-Yoel Edelstein regarding Israel's commitment to Jews in Canada and the diaspora and the rise of antisemitism. (Photo – Israel GPO)

On the third day, East spent the morning at the IDF mock-up Palestinian village where Israeli soldiers train for urban combat, and later visited Kibbutz Nirim on the edge of the Gaza border.

“We even got to experience an actual Hamas tunnel built to exact measurements,” he said, and provided important comments from their guide, IDF General Bentzi Gruber.

“The difference between us and the Palestinians is that we target terrorists and they target civilians. If a terrorist targets a soldier I see them as my enemy not a terrorist.”

“Every soldier that fought in a war carries the scars with them. If you killed a terrorist or a civilian that never leaves you.”

“I fight all my previous wars every night in my sleep. My wife wakes me up when I’m yelling.”



Ron East inside a replica Hamas terror tunnel used for IDF training. (Photo- Israel GPO)

At the Ministry of Foreign Affairs, detailed information was provided about the Abraham Accords and how a series of events unfolded – including how Israelis negotiated the peace for years with the UAE and Bahrain before it finally came into being. Included in the topics covered in talks were the threat of a nuclear Iran, and Israel-Jewish diaspora issues.

This was a joint venture organized by the Government Press Office, Ministry of Foreign Affairs and the Ministry of Jerusalem and Heritage. Overall, the event enabled journalists within the Jewish media to gather together and get a glimpse of Israel's political and governmental structure and machinations.

This kind of communication between the state of Israel and the media is considered imperative among those at the summit, to ensure that the narrative of the anti-Zionist agitators and extremists promoted in MSM and social media can be countered and opposed effectively.



Ron East spoke to summit participants about Antisemitic events in Canada and their impact on the Jewish community including students, seniors and Israeli-Canadians. (Photo- Israel GPO)

Upon the conclusion of the Summit, East provided the following thoughts:

“What an amazing summit it has been. Close to 100 Jewish journalists from every corner of the Jewish world came together in Jerusalem to learn, listen, experience, absorb, and discuss Jewish Unity and the Telling of Israel’s Story to the world.

“From Minister of Diaspora Affairs, Mr. Nachman Shai, to Defense Minister Benny Gantz and from Ambassador Michael Oren to the President of Israel, Isaac Herzog we had the honor of listening to some of Israel’s leading minds discuss their core beliefs, values and hopes for Israel and the Jewish world.

“We got to experience the many challenges of living in Israel’s south and the many decisions that soldiers must make (in 8 seconds) while fighting terrorists in populated urban centers. I have a whole new appreciation and respect for those who call the south home!

“Israel is a young, vibrant democracy full of passion and chutzpah. There are certainly many things that Israel can do better and areas of debate and disagreement that at times may seem unresolvable- but one thing that can’t be argued or debated is the MIRACLE that is Israel. The homeland of the Jewish people.

“I return to Canada with more energy, passion and commitment to tell Israel’s story, to defend her in the public domain, to combat Antisemitism in all its forms, to fight the BDS movement everywhere and to work on unifying our people. Thank you to the Ministry of Diaspora Affairs and the Ministry of Foreign Affairs for hosting us. Thank you to the Government Press Office and the many people who made this summit possible.

“The real fight for Israel starts TODAY!!! We have much work to do. Join me and TheJ.ca in defending Israel and her right to exist and join me in protecting our Jewish communities from the rise in anti-Zionism, the new antisemitism of the 21st century.”