

minnesotans

AGAINST TERRORISM

ABOUT US

The mission of Minnesotans Against Terrorism ("MAT") is to shape public opinion in support of the war against terrorism. MAT promotes fair, accurate media coverage of terrorism directed against American, Israeli, English, and other innocent civilians around the world. MAT broadly disseminates information and educational materials, and sponsors diverse events in support of its mission.

MAT is a registered 501(c)(3) non-profit, non-denominational, non-partisan organization. It was co-founded in 2002 by Minneapolis attorney Mark Rotenberg and marketing executive Marc Grossfield who both witnessed a terrorist bombing in Jerusalem in December 2001. Contributions to MAT are tax-deductible to the full extent allowed by law.

EXAMPLES OF MAT PROJECTS AND ACTIVITIES

"RELENTLESS": MAT co-produced the made-for-theatre documentary "Relentless—The Struggle for Peace in the Middle East". Over 1,000,000 people have seen the film, which has proven effective in changing opinions about Israel and the terrorist threat.

Media Watch: Minneapolis Star Tribune — MAT ran a focused campaign against biased and incomplete coverage by the Star Tribune of terrorist attacks on Israeli civilians. Total value of media coverage for the campaign exceeded \$4 million!

- Campaign reached more than 29 million Americans
- Inspired national and international dialogue about fairness in reporting on Palestinian terrorism
- Dozens of major newspaper stories in The Wall Street Journal, The Washington Post, The Los Angeles Times, Associated Press, The Jerusalem Post, Agence France-Presse, HaAretz and elsewhere
- Dozens of major national and local television features on CNN, Fox News, MSNBC, ABC, CBS, and NBC, and elsewhere
- Numerous national and local radio features.

Speaker Series on Terrorism: MAT sponsors highly regarded speakers on terrorism, and arranges for television, radio, and print media coverage.

Books Against Hate: MAT's Library Initiative: Partnering with Barnes & Noble, MAT placed hundreds of essential books about terrorism and the Middle East in dozens of local public libraries.

Sponsor of the 2003 "Minnesota Remembers 9/11" Event at Midway Stadium. Attended by Minnesota's Governor, Attorney General, and numerous other dignitaries.

Public Rallies: Events have included a rally in front of Minnesota Public Radio in downtown St. Paul to protest against National Public Radio's distorted coverage of Palestinian terror attacks, and a rally in support of Prime Minister Ehud Barak's visit to Minnesota.

CURRENT INITIATIVES

Produce a new documentary: MAT is currently raising funds to produce and broadcast a new documentary, "Understanding Terrorism." This film is intended to inform a predominantly non-Jewish audience about the origins and nature of terrorism that threatens the United States, Israel, and many other societies. MAT will purchase desirable time slots on cable TV and mass advertise the program as a destination for our target audiences. We intend to emphasize the following themes:

- Terrorism is bred by Islamist extremism, not poverty or social ills.
- International scope of terror organizations, and the worldwide impact of their attacks.
- The tragic human, personal toll of terror attacks on families of those killed, and on maimed survivors.
- Who supports terrorist organizations financially, and why.
- Terrorism against Israel and Jews worldwide has been fomented by vicious Arab anti-semitism in Islamist schools and Arab media.
- Why terrorist organizations target particular countries.
- Israel's measured and reasonable response to terror attacks.
- Double standard of media coverage on terrorism against Israeli victims and other victims.
- A close-up look at individuals who battle terrorism around the world, frontline soldiers, intelligence agents, doctors, etc.

Other ongoing initiatives include:

- Presentations in churches, synagogues, high schools, universities, and other venues
- Guest speakers
- Partnering with other community organizations and leaders on terrorism-related projects
- Issue advocacy

CURRENT NEEDS

- Improve fundraising
- Increase participation in programming
- Expand outreach to other communities and individuals
- Enhance credibility

BOARD OF DIRECTORS (AS OF SEPTEMBER 2005)

- Mark Rotenberg: Director and President
- Marc Grossfield: Director, Treasurer and Secretary
- Michael Flom: Director
- JoAnn Magnuson: Director
- Gary Rappaport: Director

CONTACT INFORMATION

Minnesotans Against Terrorism
P.O.Box 368
Hopkins, MN 55343-0368
Tel: (612) 677-3268
Fax: (612) 677-3839

Executive Director: Ilan Sharon.
Tel: (952) 512-0908
E-mail: ilan@MATmn.org

Website: www.MATmn.org