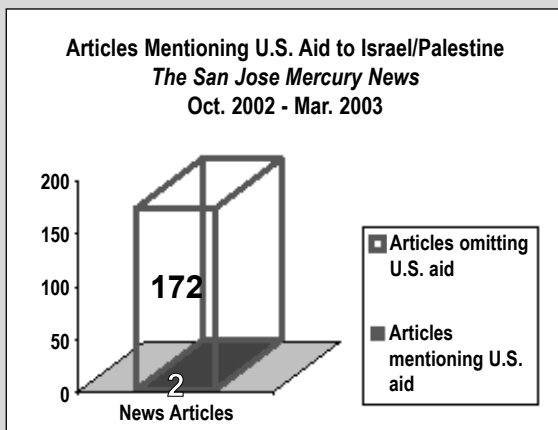


**U.S. Connection.** During the study period, the *San Jose Mercury News* published 174 articles on the conflict. The specific American connection to the conflict -- U.S. aid to Israel and the Palestinians -- was only reported on twice during the entire six months (or in only 1.1% of the news articles on the topic).



Never did the *Mercury-News* provide its readers with the full sums.

We recognize that reporting on Israel/Palestine has been an exceptionally controversial topic. The fact that the media have been criticized by partisans on both sides of the issue, has made it difficult for the largely non-aligned public to evaluate the quality of reporting they are getting on this issue.

For this reason, we chose criteria for measuring accuracy that would be universally acknowledged as highly significant, could not be construed as at all subjective, and could be independently verified.

This report is the result of our study.

## If Americans Knew

### Mission Statement

In a democracy, the ultimate responsibility for a nation's actions rests with its citizens. The top rung of government - the entity with the ultimate power of governance - is the asserted will of the people. Therefore, in any democracy, it is essential that its citizens be fully and accurately informed.

In the United States, currently the most powerful nation on earth, it is even more essential that its citizens receive complete and undistorted information on topics of importance, so that they may wield their extraordinary power with wisdom and intelligence.

Unfortunately, such information is not always forthcoming.

The mission of If Americans Knew is to inform and educate the American public on issues of major significance that are unreported, underreported, or misrepresented in the American media.

It is our belief that when Americans know the facts on a subject, they will, in the final analysis, act in accordance with morality, justice, and the best interests of their nation, and of the world. With insufficient information, or distorted information, they may do the precise opposite.

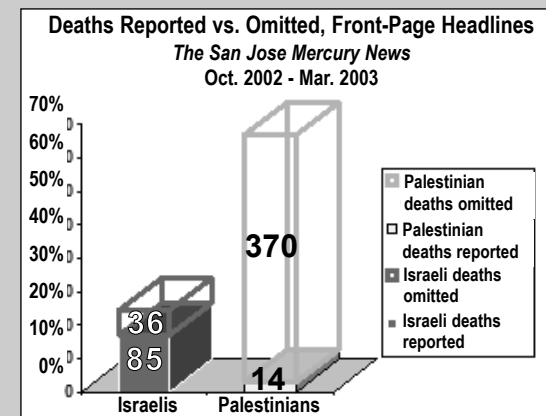
It is the mission of If Americans Knew to ensure that this does not happen - that the information on which Americans base their actions is complete, accurate, and undistorted by conscious or unconscious bias, by lies of either commission or omission, or by pressures exerted by powerful special interest groups. It is our goal to supply the information essential to those responsible for the actions of the strongest nation on earth - the American people.

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[www.ifamericansknew.org](http://www.ifamericansknew.org)

For the entire report visit our website or contact us.



## Accuracy in Israel/Palestine Reporting

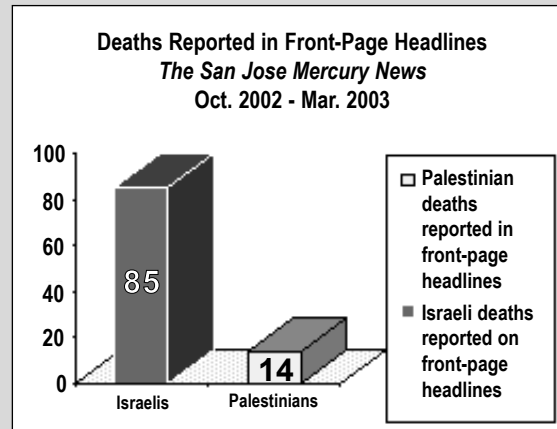


## San Jose Mercury News

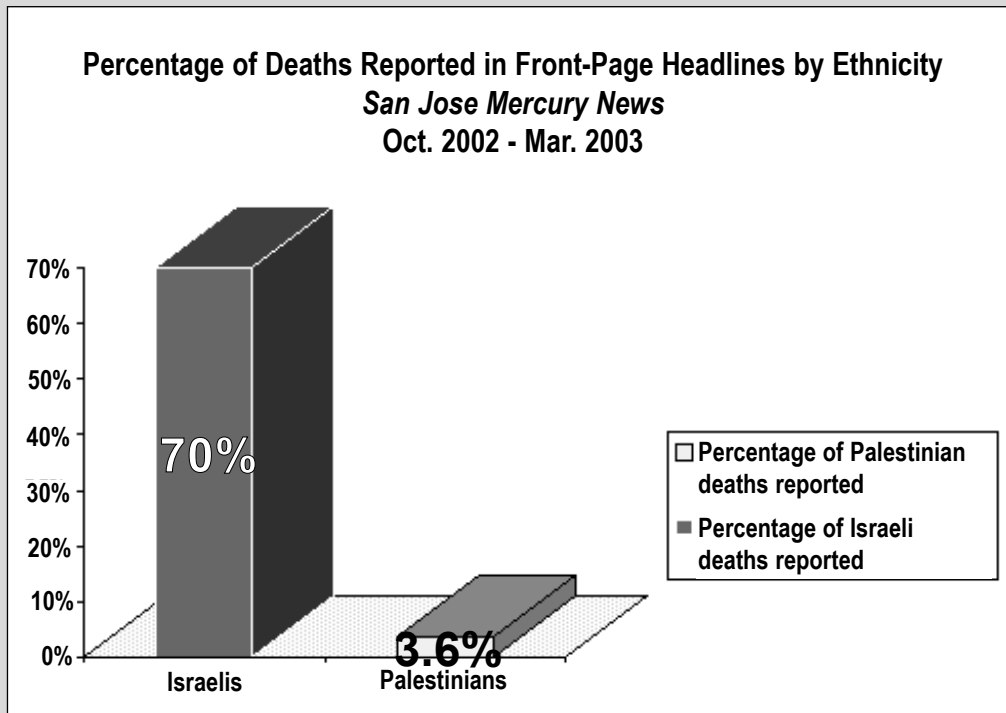
October 2002 - March 2003

For the entire report, visit our website:  
[www.ifamericansknew.org](http://www.ifamericansknew.org) or call us at 202.631.4060

**Front-Page Headlines.** From October, 2002 through March, 2003, 85 Israeli deaths were reported in *San Jose Mercury News* front-page headlines compared with only 14 Palestinian deaths. During this time, there were actually 121 Israeli deaths and 384 Palestinian deaths (see B'Tselem, Israel's leading Human Rights organization, [www.btselem.org](http://www.btselem.org)).



In other words, while 70% of Israeli deaths were reported in front-page headlines, only 3.6% of Palestinian deaths were.



**All Headlines and/or Lead Paragraphs.** During the study period, the *San Jose Mercury News* reported nearly identical numbers of Israeli and Palestinian deaths in headlines and/or first paragraphs (247 and 253, respectively).



Thus, Israeli deaths were three times more likely than Palestinian deaths to appear in headlines and/or lead paragraphs.

In 2003, *If Americans Knew* began issuing a report card to major media across the country on their coverage of the Israeli-Palestinian conflict. These findings are from our second six-month study of the *San Jose Mercury News*.

Given that the media have a desire and responsibility to cover this topic accurately, we provide these reports in the hope that our analyses can assist them in this goal.

In addition, we are making these reports public, as a way to help readers evaluate for themselves the reliability of their sources of information on this issue.