



Sadat, Begin and Carter at Gettysburg recently — outwardly it's friendly but Begin has already lined up his own big guns in the States.

ABOUT a week before the Camp David summit, the Israeli Cabinet held a most unusual meeting. How to handle the public relations problems of a Camp David summit failure was the topic. Never before had Israel's highest governing body discussed, before the fact, the public relations implications of an anticipated negotiations breakdown and issued advance directives for a response.

The Cabinet's decision, never made known publicly, as based on the expectation that Israel would either immediately or eventually be blamed by both the Arabs and the Americans when Camp David proved only a temporary reprieve in Egyptian-Israeli relations.

To begin the pre-emptive information offensive, two high-ranking Israeli officials were instructed to visit the U.S. during Camp David.

Zalman Shova, Chairman of the Knesset's Information Committee, and Harry Hurwitz, Prime Minister Begin's new adviser on external information, are now in the U.S. meeting with American Jewish organisations.

In the words of Hurwitz, they are preparing "a massive *Hasbara* (the Hebrew word for a combination of information and propaganda) campaign" to be spearheaded, of course, by American Jewry.

Even while the Camp David summit continues, Hurwitz put forward his views last Saturday evening before the 81st annual convention of the Zionist Organisation of America (ZOA).

It was Hurwitz's inaugural performance before the world's largest Jewish community in his new role, and he appeared to relish the opportunity to preach to his flock.

His approach and attitude reveal much of the Begin government's thinking and consequently his talk deserves specific attention.

Beginning with an admonition not to expect any major progress in the peace talks, Hurwitz told his ZOA partisans, "there is no shortcut to peace. Neither the Panama Canal nor the Salt Treaty nor Vietnam nor any of the other international disputes were settled in matters of months or days or weeks or years."

Then Hurwitz unequivocally endorsed the largely discredited Begin "Peace Plan" saying that "never in 30 years has there been anything as constructive, anything as forthcoming as the peace plan of the government of Menachem Begin."

This was followed by Hurwitz's pledge that Israel would never budge

American Jews are told to go on offensive

By MARK BRUZONSKY
REPORTING from Washington

from the following positions:

- "Israel will never go back to the borders of June 4, 1967.
 - "Israel will never accept minor modifications.
 - "The Israeli army must stand in Gaza and on the Jordan River.
 - "Israel's defence forces will be stationed within Judea and Samaria.
- (The terms Israeli leaders use to give some sort of spurious historical legitimacy to their holding the occupied territories).
- "The city of Jerusalem will forever be the United capital of Israel" (this point received the loudest applause).

Even this enumeration, though, was insufficient for Israel's new propaganda chief, he castigated those moderate Jewish leaders who warn Israel not to talk in terms of history or Jewish rights and only to stress security considerations.

"Don't be ashamed, don't be apologetic, don't be afraid," Hurwitz

insisted, "about proclaiming the Jewish people's inalienable right to Israel.

"Don't have an overemphasis on the exclusive security considerations. This is very important, very necessary, but don't make it the only consideration. Because if we do we may find ourselves in a position one day when those who want to guide Israel will say to us, 'you are worried about security so we shall take care of it.'"

"I believe," Hurwitz continued, "there is a link between security and biblical rights. I believe that the Almighty who has placed us in this corner of the globe was also a brilliant strategist. The borders that He defined provide a natural security for the land which he promised his people."

Hurwitz concluded with a double-barreled warning for the U.S. implying that Israeli defiance of U.S. policy may be ahead, Hurwitz effusively praised Begin as an unyielding adherent of Jabotinsky who taught him, "fight for your ideal and don't bow to the mighty."

Then Hurwitz put his American

Does Israel really want peace?

Jewish forces on alert by telling the "I urge you not to follow opinion to lead opinion. You may be called upon to engage upon a massive *Hasbara* drive after Camp David.

"If Camp David is successful the is possible we and the U.S. together may take the rap from the rejection front of the Arabs and from the Soviet Union for a short period of time.

"If Camp David is not immediately successful and Israel is again unjustly blamed, I say to all of you including great U.S. 'this is not the way. Israel cause is true and just.' And you explain it" he instructed his followers.

In short, the Begin government speaking through Hurwitz is confident of ability to withstand not only American efforts to win the public opinion but also any attempted Carter administration alliance with the moderate Arab regimes to picture Israel responsible for preventing progress.

Israel under Begin is now responding to Anwar Sadat's "sacred mission for peace" with its final answer.

Israel prefers to risk continuing international tension and worldwide public support erosion rather than some kind of agreement with the moderate Arab regimes buttressed by American pledges and "guarantees."