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## The Public Relations Game

When Moshe Arens was selected to replace Ariel Sharon as the head of Israel's Defense Ministry, political pundits tended to dismiss the change as merely cosmetic, arguing that Arens' view on critical issues as settlement activity in the occupied territories and national security are as hawkish as his predecessor, Sharon.

Other observers rightly pointed out that his selection was a promising development. Having held the position as Israel's envoy to Washington for the last 12 months, he was the official most directly involved with the day to day developments of the Reagan Administration and had won the respect of many members of the Administration and Congressmen on Capitol Hill.

Premier Menachem Begin's decision to have Arens as his Defense Minister was thus calculated in part because of his relationship with Washington. And Arens' announcement in Tel Aviv last week that he had worked out an agreement for the sharing of military secrets learned in the war in Lebanon last summer was fruition of this calculated thinking.

On one hand, the sharing of the technology with the U.S. military establishment is essential for the U.S. in its ongoing effort to keep tabs on the latest developments in Soviet military hardware. It will also work to help relieve the strain in relations between the two countries that has gained widespread media attention in the past months.

Furthermore, and most significant, the agreement worked out by Arens is an indication of the Defense Minister's realization of the role public opinion plays in the shaping and support of U.S. foreign policy efforts. Note the debate in the U.S. policy toward Central America. Likewise, American public support for Israel is essential for continued financial and military aid and support within the Congress and the White House.

With recent indications of the growing confrontational atmosphere between U.S. marines and Israeli forces in Lebanon, Arens expects the agreement to serve as a public relations coup for the Jewish State. Israel must continually strive to improve its public relations with American public opinion and show that Israel is a benefit, not a liability, to the United States.

The agreement to make available to the U.S. military lessons of the war in Lebanon will work in the best interests of both the United States and Israel, hopefully reduce the strain in U.S. - Israeli relations and reaffirm to Americans that Israel alone is the U.S.' only stable and reliable ally in the Middle East.

TEL AVIV (WNS) -- Science and Development Minister Yuval Ne'eman who chaired the founding meeting of the Israel Space Agency here March 22, said the groundwork has been laid to launch an Israeli space satellite "within ten years or so." He said the Israeli satellite, for communications or weather forecasting, would have to be launched in cooperation with either the American NASA or the European Space Agency.

## TELL TALES

"One Man Plus The Truth  
 Constitutes A Majority"

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one single purpose - the protection of our country and people and the advancement of peace with security.

Between the last day of independence and this, the Israel Defense Forces were once again compelled to enter battle against a ruthless enemy of our nation - indeed of the Jewish people - who had built themselves an armed state within a state in Lebanon and who had turned Beirut into a center of international terrorism. For seven bitter years the citizens of Galilee had suffered horribly from the incursions, the atrocities and the shellings of the ever growing terrorist aggression on our northern border, equipped with some of the best weapons the Soviets and its satellites could provide - including long range artillery and katyusha rockets - and financed by the petrodollars of Arab states. The population of Galilee - every town, townlet, kibbutz and moshav - had become hostage to the murderous and indiscriminate attacks of the so called P.I.O. Their strength had reached a point that Nahariya and Kiryat Shmonah faced the threat of physical destruction.

And so, Operation Peace for Galilee was launched. Israel did not 'invade' Lebanon for we do not covet an inch of Lebanese territory. The Israel Defense Forces entered Lebanon for the single objective to destroy those armed bands who, with the aid of the Syrian occupation forces, had virtually ruled large areas of Lebanon and oppressed its people. The aggressors were ejected from Beirut and that capital city was restored to its owners. The blessings of a new life of peace, serenity and security have been given to the people of Galilee. And as at the outset so now, the one goal of policy of the government of Israel is to live in good peaceful

## Behind The Scenes

At The United Nations

By David Horowitz

A World-Union Press Feature

## Jordanian Attacks Israel on Territories

UNITED NATIONS (WUP) -- In a desperate effort to portray Israel as a cruel and rigorous 'occupier,' the new Jordanian Ambassador here, Abdullah Sallah, last week hurried off a succession of letters of protest to the Secretary General requesting that they be circulated as

(Continued on page 24)

## King of One Liners



HENNY YOUNGMAN  
 ...Man of Many Talents.

MY WIFE IS A GREAT COMFORT DURING ALL THOSE TROUBLES WHICH I NEVER HAD WHEN I WAS A BACHELOR.

relations with our northern neighbor, Lebanon, whose sovereignty and integrity we respect, and to ensure and guarantee that never again will the blood of the Galileans be shed.

To the role of honor of the wars of Israel in which the best of our sons sacrificed their lives so that Israel might live in security we add the names of those who fell in Operation Peace for Galilee. The memory of them all shall live on forever.

Despite the strains in the relations between Israel and Egypt, the treaty of peace between our two countries has withstood the test. We look forward to strengthening those relations, as befits the spirit and letter of the treaty, through a progressive interchange of trade, culture, and tourism between our two ancient peoples.

We live in a region in which convulsion and turmoil persist, erupting in inter Arab confrontation and even in attritional warfare, as between Iraq and Iran. It is in this context that Israel presses ahead in its quest for peace with its neighbors mindful always that without security no peace can ever prove lasting. This is the essence of the Camp David Accords. Had that not been its fundamental point of reference Israel would not have signed them. Let the world note this truth and let it register that it was in the context of this truth that we signed the peace with Egypt. The sacrifices we made for the sake of that peace were great indeed, but we made them because, by the provisions of Camp David and by the stipulations of the peace treaty, Israel satisfied itself that its security remained intact.

Now we wish to move ahead speedily to consummate the other part of the Camp David Accords, namely the negotiations on the full autonomy for the Palestinian Arab inhabitants in Judea, Samaria, and the Gaza district. We want those negotiations renewed. There are proposals, positions and plans but there exists only one single document of an international character that is binding, and that is the Camp David agreement signed by Israel and Egypt and witnessed by the United States. Just as we remained true, to the date and the dot, to the one part of Camp David - the peace treaty with Egypt - so shall we remain true to the other at the heart of which lies the autonomy program. Its negotiation and realization is the key to the further advancement of the process of peace to which Israel is firmly committed. Israel has remained faithful to its declaration of independence. We have built up the land and made it green. We have gained national vigor with each passing year. We have renewed our heritage in our ancient homeland. And we have brought home millions of our scattered sisters and brothers.

This above all, the great ingathering, the Aliyah, remains the ultimate mission of our generation. Let all those in the free world who perceive the greatness of this challenge come and join us in the further upbuilding of our beautiful country and of our free and democratic society.

There are still vast numbers of our brethren who wish to join us, but are barred from doing so because of the hostile policies of their regimes, notably Syria, Ethiopia, Iran and the Soviet Union. There, in the Soviet Union, is the largest of all the Jewish communities which lives in a state of distress. After some years of emigration the doors of the USSR have again been slammed shut. As elsewhere, with unbelievable courage, the prisoners of Zion, the refuseniks and the activists for Aliyah keep alive this heroic Jewish movement to return to the historic homeland, Eretz Israel. Their voice is heard and the response of the free world was given dramatic and loud expression at the Jerusalem World Conference on Soviet Jewry. That conference declared 'Let my people go.' We, Israel, the whole Jewish people and men and women of goodwill everywhere, rededicate ourselves to the holy endeavor to bring home all of our fellow Jews who so wish from the Soviet Union and from every country where the torment persists. We shall succeed.

Israel, stable, strong and faithful ally of the free and democratic world, enters its thirty-sixth year of freedom with the unflinching resolve to pursue its goals of peace while remaining ever vigilant in protecting its national rights and its vital security in Eretz Israel. By standing together in the performance of the momentous tasks of our generation, the justice of our cause shall surely win the day.

Hag Sameah,

Menachem Begin