

# Top Democrat -Linked PR Firm Tapped by Pro-Israel Groups to Control Gaza War Narrative

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*On December 6, it [was announced](#) with much fanfare that the **10/7 Project**, a new "centralized communications operation to promote continued US bipartisan support for Israel; push for accurate, complete coverage of the Israel-Hamas war," and achieve a "stronger" media "focus" on the victims of October 7's Al-Aqsa Flood would be launched, by a quintet of the largest Israeli lobby groups on U.S. soil.*

Who and what is funding the 10/7 Project isn't at all clear. [Publicity material](#) spoke vaguely of an unnamed "coterie of philanthropists" and the organization's interest in sourcing "more philanthropic support" moving forward. Future formal financial disclosures may make for fascinating reading, but its founders offer some clues.

*The five comprise the **American Jewish Committee (AJC)**, the **Jewish Federations of North America (JFNA)**, the **Anti-Defamation League (ADL)**, the **American Israel Public Affairs Committee (AIPAC)**, and the **Conference of Presidents of Major American Jewish Organizations**. This is quite the rogue's gallery of Zionist entities, several of which have deplorable track records of actively whitewashing, if not outright facilitating, Israeli apartheid propaganda activities that have become turbocharged since October 7.*

As such, the 10/7 Project's [professed mission](#) of countering "disinformation" about October 7 and "Israel's response" to the events can only be considered highly disquieting, especially given its target audience is "key media and government influencers." In reality, of course, the organization is just the latest salvo in the Zionist state's long-running information war against Palestinians and the Western world. This pitched battle has recently become ever more treacherous, specifically due to Tel Aviv's genocidal "response" to Operation Al-Aqsa Flood.

One could be forgiven for thinking the 10/7 Project had already floundered in its objectives.

After an initial ripple of [mainstream interest](#), primarily from [Israeli outlets](#) and Zionist news platforms, the organization has seemingly vanished without a trace from the media landscape – or at least, its name has. As we shall see, though, it’s evident that in the manner of an iceberg, the 10/7 Project’s public footprint represents but the visible tip of something far larger and considerably more destructive.

## ‘Stranglehold on Congress

While the 10/7 Project may not be directly making headlines daily, its parent organizations certainly are. [The ADL](#) has since October 7 published a steady stream of reports, lapped up by the media largely without question, testifying to an explosion of “anti-Semitic incidents” across the Western world in the wake of Operation Al-Aqsa Flood.

Shocking stuff, one might think. Yet, as [an investigation](#) by MintPress News Senior Staff Writer Alan MacLeod revealed, the ADL is producing such staggering figures by categorizing anti-Israel and pro-Palestine rallies and corresponding chants at both as individual “anti-Semitic incidents.” Despite the exposure of its embarrassing, Enron-style accounting, the League continues to pump out the same bogus “research” at regular intervals. [On December 12](#), it claimed “anti-Semitism” in the US was now up 337% in the wake of October 7, “an all-time record.”

It is far from the first time ADL definitions of anti-Semitism have failed to pass muster. For example, [in December 2022](#), The Grayzone’s Alex Rubinstein revealed that the League did not categorize Ukraine’s openly Neo-Nazi paramilitary Azov Battalion to be the “far right group it once was.” This, despite the fact that Azov’s mission to “lead the white races of the world in a final crusade...against Semite-led Untermenschen,” as articulated by founder Andriy Biletsky, remains unchanged.

Meanwhile, the infamous [AIPAC](#) – [accurately described](#) by U.S. political scientist **John Mearsheimer** as “a de facto agent for a foreign government, [with] a stranglehold on Congress” – has [made clear](#) its significantly intensified mission to rid Washington DC of any elected official possessed of even vaguely anti-war, pro-Palestinian views, by declaring war on lawmakers such as Rashida Tlaib and Ilhan Omar.

When AIPAC moves against, or in favor, of particular politicians, they mean business – and depressingly, the organization usually wins. Annually, the organization [publishes a report](#) on its “policy and political achievements” that year. Its 2022 installment boasts, among other things, of bagging \$3.3 billion “for security assistance to Israel, with no added conditions” and having gifted \$17.5 million – the most of any U.S. PAC – to “pro-Israel candidates,” 98% of whom won their elections, in the process defeating 13 anti-Israel challengers.

## Conflicts of Interest

The [official website](#) of the 10/7 Project is spartan in the extreme. Visitors are offered a “contact us” form, a link to subscribe to its regular newsletter, and a “what we do” section listing purported activities. This includes informing the public “with credible, real-time information about events in Israel and Gaza,” highlighting “excellent reporting,” calling out “biased coverage,” holding “biased media accountable,” and offering “expert spokespeople for press and broadcast outlets.”

Unmentioned anywhere is that the 10/7 Project [is represented](#) by a trio of notorious PR and

political consultancies - CKR Solutions, OnMessage Public Strategies, and SKDK. Together, they move in the shadows to advance the organization's interests and messaging publicly and on Capitol Hill. SKDK's contribution will inevitably be the most insidious and impactful.

Since its founding in 2004, the company has careened from damaging scandal to damaging scandal yet consistently secures major, big-ticket clients. The reason for this is clear. SKDK [was founded by](#) and employs a retinue of high-ranking, well-connected Democratic operatives. Among them is Anita Dunn, Barack Obama's White House Communications Director, [credited](#) as the "mastermind" of Joe Biden's 2020 election win and [widely regarded](#) as a key member of the President's "inner circle."

Ever since Obama's 2008 election win, SKDK has been [plausibly accused](#) of selling privileged access to the White House to clients despite [failing to register](#) as a lobbying firm. This means major corporations have a direct means of encouraging - and bribing - the Oval Office to offer tax breaks, shred regulations, dump legislation, smash unions, and generally harm the U.S. public interest with total impunity and in absolute secrecy.

SKDK's expansive Rolodex also helps politicians get out of serious trouble. In 2018-2019, Illinois House Speaker Michael Madigan [paid the company](#) \$200,000 for "crisis communications" assistance after one of his campaign workers sued him for harming her professionally when she complained of sexual harassment by one of his top aides. Meanwhile, [in August 2021](#), it was revealed a senior SKDK staffer personally intervened to suppress negative media coverage of sexual harassment allegations against New York Governor Andrew Cuomo.

Even more perversely, it's since [been revealed](#) that at the same time, SKDK was advising Madigan on how to navigate his public controversy, the company was *also* helping his former campaign worker bring a lawsuit against the aide who'd sexually harassed her. A more perfect demonstration of the DC blob's incestuous nature and SKDK's total lack of ethical and professional scruples one would be hard-pressed to find. And both are highly competitive categories. SKDK's website boasts of its work on some of the Democrat's top pet projects

SKDK played a [pivotal role](#) in Biden's 2020 presidential bid, decisively reversing his fortunes after abysmal performances in various caucuses. While the mainstream media primarily praised the miraculous work of the company and Dunn - his de facto campaign director - there has also been fierce controversy surrounding its electioneering activities. For example, SKDK [fired off](#) daily "Misinformation Briefings" to major tech and social media firms, including Google, Meta and Twitter, requesting that specific content be suppressed or removed.

In most cases, the recipients complied, meaning SKDK exerted extraordinary influence over what voters did and did not know and could and could not see during the controversial 2020 Presidential election. Which surely at least partially accounts for Biden's victory. To make matters even worse, the company was [simultaneously reaping](#) a \$35 million windfall from the government of California by running the state's supposedly bipartisan "get-out-the-vote" campaign. The contract, originally to be financed by local taxpayers, was mysteriously awarded to SKDK on a "no-bid" basis.

## **‘Dictate Terms’**

Clearly, the 10/7 Project was intended to be a very public affair. In an early [promotional interview](#), executive director Josh Isay – perhaps unsurprisingly, until August 2022 SKDK’s [longtime CEO](#) – boasted about the “widespread enthusiasm” with which the organization’s “efforts to set the record straight and combat misinformation spouted by Hamas terrorists and their anti-Israel allies” had so far been received:

We look forward to continuing to do the critically important work of providing policymakers and the American public with reliable information about Israel and Hamas, and uplifting the stories of the innocent victims of the October 7th massacre.”

Yet, there is no obvious sign of those ambitions bearing fruit to date. A partial explanation for this failure may lie in the 10/7 Project’s wish to transform the “innocent victims” of Operation Al-Aqsa Flood into human interest stories and atrocity propaganda while elevating the organization’s eponymous date to the position of 9/11 in the American public’s mind.

In the weeks since the 10/7 Project’s inception, it has become ever-increasingly clear the Zionist narrative of what unfolded when Hamas breached Gaza’s armored concentration camp walls – unquestioningly regurgitated over and over again for weeks after that by the Western media – is completely and grotesquely fraudulent.

For example, on December 15, it was reported based on social security data that Tel Aviv’s claim that 1,200 civilians died in the initial assault was [greatly exaggerated](#). In reality, just 695 lost their lives. The previous figure was [itself a revision](#) from an initial civilian casualty “estimate” of 1,400.

Every civilian death in a warzone is an extremely grave crime. It is surely for this reason that Tel Aviv on December 12 [desperately argued](#) “it would not be morally sound” to investigate “friendly fire” incidents in “kibbutzim and southern Israeli communities” during Operation Al Aqsa Flood – civilians killed by Israeli Occupation Forces. Nonetheless, the numbers involved are avowedly “immense.”

Among the “stories of the innocent victims of the October 7th massacre” selected by the 10/7 Project for public “uplifting” in service of whitewashing and justifying the Gaza genocide will have been a great many individuals slaughtered in cold blood by indiscriminate, excessively violent IDF actions. This is all but inevitable. Urgently casting those victims into obscurity while ensuring the entire issue of Zionist “friendly fire” is not examined is now of paramount importance.

More significantly, though, the exposure – and occasional admission – of Tel Aviv’s brazen lies has fundamentally shifted mainstream narratives and sympathies away from Israel and towards the Palestinians. Audiences of every extraction globally can witness the monstrous reality of the genocide in Gaza and learn of Zionist abuse of the Palestinians even before the colonial entity’s founding in 1948 with their own eyes and ears.

Israeli deceit has been so relentless and so readily exposed that even typically subservient Western news networks and their featured pundits are treating official claims with enormous skepticism. Similarly, Zionist violence is so constantly unremitting and wantonly sadistic that graphic reports of carpet bombs maiming and slaughtering every generation of Palestinians

are now commonplace.

Meanwhile, developments such as [the revelation](#) that IDF soldiers killed three shirtless Israelis waving a white flag, speaking Hebrew and seeking their assistance have traveled widely, in turn highlighting [prior examples](#) of identical “peacetime” atrocities inflicted upon Palestinians. By contrast, there has to date been no “misinformation spouted by Hamas terrorists and their anti-Israel allies” to combat at all.

## **A Losing Battle**

As a result, the 10/7 Project and its founders are placed in the invidious position of having to publicly defend the indefensible – namely, a modern-day genocide unfolding on television screens and front page headlines the world over. In such circumstances, overt and unashamed advocacy work is best conducted behind the scenes. Yet, it is precisely in this context that **the 10/7 Project may be most dangerous and potent due to its open-door Oval Office access.**

Tireless solidarity efforts by European activists, protesters, citizen journalists, and civil society organizations have produced significant results. Paris went from [mulling legislation](#) criminalizing anti-Zionism in November to now [leading global pressure](#) for a ceasefire. [Multiple governments](#) and opposition leaders are likewise [changing their tune](#). Senior British officials [openly warn](#) Netanyahu to drastically rein in his unquenchable bloodlust if he wishes to retain any international support.

Stateside, however, while the [crusading work](#) of grassroots pro-Palestine voices and groups has been redoubtable, the Biden administration’s commitment to facilitating, encouraging, and exacerbating the Gaza genocide, however it can, remains undimmed. While the President [has demanded](#) Netanyahu’s slaughter be wrapped up by the new year, there is no indication material, financial, and diplomatic support upon which the new Nakba depends is being curtailed. On December 18, during an official visit to Tel Aviv, Defense Secretary Lloyd Austin issued a [bloodcurdling oath](#):

This is Israel’s operation, and I’m not here to dictate timelines or terms. Our support [for] Israel’s right to defend itself is ironclad, as you’ve heard me say a number of times, and that’s not going to change.”

One way greater pressure could be brought to bear against the Biden administration might be for citizens to demand their elected representatives in Washington to disclose what dealings they may have had with the 10/7 Project or its representatives since its launch.

To ascertain whether and how White House policy and public pronouncements are being directly informed, if not explicitly dictated, by the wishes and wills of a shadowy and unaccountable lobbying coalition with indeterminate but no doubt intimate political and financial connections to the perpetrators of a 21st century Holocaust. Perhaps then the President might be sufficiently embarrassed to at last rein in his out-of-control, genocidal proxy.

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