



American Middle East Press Association



AMEPA in Action

2026 - Volume 2

YTD Stats (As of June 30, 2026)

157

Media Outlets

422

Placements

38.7 M

Estimated Views

Welcome to our second AMEPA in Action of 2026! This newsletter offers a glimpse into AMEPA's profound impact and success stories at-a-glance. Since its inception, AMEPA has been working tirelessly to strengthen the connection between the United States and Israel by serving as a trusted resource for media outlets across America.

In close partnership with colleagues on the ground in Israel, we organize virtual and in-person press briefings, connect journalists with leading experts and officials, and coordinate press delegations that allow reporters to see firsthand and report with greater depth and context.

The impact of this work continues to grow. In 2026, media placements generated through AMEPA's briefings, delegations, and direct journalist engagement are on pace to exceed last year's total by over 40%—with strong momentum still ahead.

Our impact this year (*as of June 30, 2026*):

- **422 media placements** — continuing to expand our influence and audience!
- Coverage across **157 outlets**, including 120 broadcast/radio and 34 print/online
- Partnered with **95 unique journalists**
- **38.752 million estimated views**, based on the industry's conservative 1% engagement standard
- Top outlets included *The National News Desk*, *NPR*, *Fox News*, *MSNOW*, *US News & World Report*, *CNBC*, *Newsweek*, *The Washington Post*, and *Rolling Stone Magazine* — representing the full ideological spectrum

Operating largely behind the scenes, AMEPA has become a trusted resource for journalists, securing top-level sources for hundreds of national and local media outlets and independent journalists. AMEPA is also quickly becoming a trusted partner for podcasters and social media influencers. The organization is a 501(c)(3), non-partisan, and non-governmental.

AMEPA *in Action*: Making an Impact

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Special Events and Conferences

Throughout the year, AMEPA actively participates in conferences and industry events to expand and deepen relationships with journalists, philanthropic leaders, and other influential stakeholders. These engagements are more than networking opportunities - they are an important part of AMEPA's mission. By introducing new audiences to our work and strengthening existing relationships, we inform those who need to know about AMEPA's unique role as a trusted, nonpartisan resource dedicated to promoting truth, accuracy, context, and fairness in reporting on Israel and the broader Middle East.



Jerusalem Post Conference, NYC

The conference brought together an elite group of decision-makers and was deeply shaped by pressing current events, specifically the Israel-Iran war and regional security. Core panels and interviews focused on Middle East defense, global ideological warfare, and resilience and innovation. Guest speakers included renowned foreign policy expert Harley Lippman.

Private gallery event hosted by the Israeli Embassy, DC

The evening was meaningful and comprised of numerous Jewish and non-Jewish allies of Israel. Ambassador Lieter's opened the ceremony with remarks highlighting Israel's accomplishments in its war against its enemies and that we as a community should continue to remain resilient. The event also honored family members who had lost a loved ones on Oct. 7.

Washington Institute's Annual Conference, DC

The evening highlighted the institute's commitment to remaining a resource for journalists and the general public on all things related to the Middle East.

Investigative Reporters and Editors Conference, DC

The IRE conference was composed of numerous investigative journalists from different local media outlets covering immigration, campaigns and the upcoming elections.



Combat Antisemitism Movement Influencer Conference, Miami

Over 200 leading digital creators convened to build unity, network, and discuss strategies to fight rising extremism. AMEPA was there to look for new, powerful voices to match up with our extensive network of content experts.

A Sampling of Media Outlets With Which AMEPA Has Partnered:



Press Delegation to Israel

AMEPA's press delegations provide journalists the opportunity to experience Israel firsthand and engage directly with government officials, military leaders, policy experts, academics, and citizens from a variety of backgrounds. These immersive visits provide valuable context and direct access to informed sources, helping journalists deepen their understanding of the complex issues shaping Israel and the Middle East while preserving their full editorial independence.

Journalists from our press trip in June have already generated a total of 12 articles citing AMEPA-introduced sources, leading to a conservatively estimated 813,759 unique views.



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Impactful Articles and Broadcasts

Whether through press briefings, special events, or trips to Israel, an increasing number of journalists and media outlets are relying on AMEPA to provide them access to timely credible expert sources for fact-based content about Israel and the Middle East. Below are just a small sample of the impactful articles generated by AMEPA's interaction with journalists and broadcasters.

NEW YORK POST

Inside Israel's intimidating Iron Dome is a nation simply 'fighting for survival'

[Read the Article](#)**Bloomberg**

Israel Won't Join Talks in Islamabad

[Watch the Video](#)**FOX NEWS**

Vance Leads Talks in Pakistan with Iranian Leaders

[Watch the Video](#)**The Washington Post**

Wishful thinking on Iran won't bring peace to the Middle East

[Read the Article](#)

AMEPA Spotlight

In May, AMEPA hosted a private event in Miami, FL. The night featured a discussion with Major General (Res) Yaakov Amidror. General Amidror is a former National Security Advisor of Israel and was also the head of the Research Department of Israeli military intelligence. Today, he is the Anne and Greg Rosshandler Senior Fellow at the Jerusalem Institute for Strategic Studies. The general spoke about a number of topics, including the war with Iran and its



AMEPA *in Action*: Your Support Matters

Why AMEPA Matters

Newsrooms today face shrinking budgets, reduced foreign bureaus, and overwhelming pressure during breaking-news cycles. Many reporters covering this region are doing so without access to reliable sources or contextual analysis.

AMEPA Fills This Critical Gap

Every press briefing, expert connection, and press trip we facilitate helps counter misinformation, deepen public understanding, and strengthen the U.S.–Israel relationship by supporting a free and informed press - one of democracy's most essential pillars.

Deeping AMEPA's Impact

With demand from journalists accelerating, AMEPA is actively scaling its national impact throughout 2026 by:

- Growing our journalist network
- Increasing the capacity of press delegations
- Strengthening rapid-response briefings during breaking events
- Cultivating more partnerships to reach new audiences
- Expanding organizational infrastructure to support long-term sustainability

AMEPA's model is working - and must grow to meet the moment.

A Call to Action

If you believe in the importance of truth, context, and responsible journalism, we invite you to support AMEPA's mission as part of our end-of-year campaign.

Your gift - at any level - helps ensure that journalists across the country have the access and tools they need to report with accuracy and integrity. Together, we can strengthen understanding, bridge divides, and ensure that the American public receives factual, nuanced reporting about one of the world's most complex regions.

Click Here to Donate

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AMEPA is a 501(c)(3) nonprofit organization (EIN: 93-2827065) and operates entirely on donations from individuals and foundations who believe in our mission. Contributions are tax-deductible to the extent permitted by law. A copy of our current financial statement is available upon request.

[Please consider making a donation today.](#)