

How Israel's untold story on combating COVID-19 is reaching the non-committed

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Tiny Israel is again punching far above its weight — creating masks, machines, medicines, and potential vaccines, while helping many other countries combat COVID-19. This unsung story needs a megaphone. Yet given their well-documented bias on the Israeli-Palestinian conflict, major mainstream media outlets aren't suitable torchbearers of this message. The social media initiative [Untold News](#) steps in to fill the void, spreading the word about Israel's coronavirus response and before the pandemic, about various other aspects of Israeli contributions to the world. Untold News reaches millions of people via its social media campaigns, including paid Facebook posts. More than 725,000 followers (which includes the initiative's [main](#) and [Hispanic](#) pages) are on board to comment, click, and help share the news. These campaigns provide a crucial counterpoint to the negative media bias against the Jewish state.

Israeli scientists, entrepreneurs, and firms have [brought drive-through coronavirus testing to the Congo](#); [developed a disinfectant tunnel that could pave the way for safer public events](#); [sent antimicrobial washable facemasks to the U.S. market](#); [developed a 30-minute COVID-19 test that could go global](#); [secured FDA approval for COVID-19 solution trials](#); [worked on inventions to purify the air of coronavirus](#); [donated thousands of masks to Nigeria](#); and even [developed a transparent mask which allows deaf people to read lips](#). Jewish and Palestinian researchers at MIT [have teamed up to pioneer an at-home coronavirus test](#). Members of Congress [have introduced legislation to enhance U.S.-Israel collaboration on combating COVID-19](#). Untold

News has spotlighted all of these stories and many more during the pandemic, informing and engaging the crucial population of on-the-fence social media users.

The initiative was founded by former advertising executive [Marcella Rosen](#), who understood the imperative to reach those who are not committed to a particular perspective on Israel through the media that they frequent. Rosen describes Untold News as “small and nimble, with a massive reach.” That reach goes beyond the Facebook page’s following, as it also includes the [“Israel Is On It” advertising campaign](#); sponsored [Buzzfeed](#) articles; ads in college alumni magazines; an [Instagram page](#); and two books about Israel’s global achievements, [“Tiny Dynamo”](#) and its Spanish version [“El Pequeno Dinamo.”](#) Across platforms, the Untold News campaigns have netted more than 3.4 million engagements.

How does it work? Untold News selects articles not just from Jewish/Israeli sources such as ISRAEL21C, NoCamels, The Times of Israel, The Jerusalem Post, The Algemeiner, and Jewish News Syndicate (JNS.org), but also crucially from Christian, scientific, medical, technology, business, and mainstream sources that cover Israeli innovation news. The Facebook page’s manager reads all user comments and knows her audience’s pulse, which shapes strategy. When inspiring and persuasive news about Israel’s untold story is carefully selected in this manner, and continuously shared with the masses, it reaches the non-committed and influences their outlook.

Israel is well-accustomed to its role as the underdog. However, with initiatives like [Untold News](#) amplifying the story of Israel’s quest to solve the world’s greatest challenges, many more of the non-committed are poised to commit to the truth.

ABOUT THE AUTHOR

Jacob Kamaras is noted for his writing on the Middle East, Eurasia, and American politics. His work has appeared in the Washington Times, Independent Journal Review, The American Spectator, The Daily Caller, and CNS News.

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