

# Shame on Time Magazine

I am madder than hell at Time Magazine its publisher and its editor for approving the cover design of the September 13, 2010 issue of the magazine. The cover features a Star of David (Magen David in Hebrew) made out of white daisies on a blue background and inside it the caption: "Why Israel Doesn't Care About Peace".

I can understand the Daisies theme in that it is likely that Time will soon be "Pushing Daisies" as it becomes more and more irrelevant. I also understand that Time needs to prop up its sagging circulation and no amount of editorial responsibility or sensitivity would stop it from posting such an inflammatory, misleading, provocative and biased caption in order to sell a few more copies. This caption, published a day before the second meeting in two weeks between the leaders of Israel and Palestine as part of the renewed direct peace talks between the parties, is at best a cynical attempt to influence the readership of Time. It plays right into the intensive anti-Israel propaganda war waged by the anti-Israel "Green - Red" coalition in an attempt to make Israel responsible to a potential failure of the current talks. It also undermines the United States foreign policy objectives to become an honest broker in this decades old conflict. I am madder than hell and I am going to do something about it.

Today I sent a check in the amount of \$1000.00 to Time magazine. In a letter to the publisher I requested that Time send me as many copies of the September 13, 2010 issue as a thousand dollars will buy net of shipping and handling costs. On September 17, 2010. On the eve of the holiest day on the Jewish calendar - Yom Kipur and on the 37th anniversary of the Yom Kipur I intend, to burn in my backyard as many issues as I receive from Time magazine. I invited my friends, family, neighbors and members of the media to join me in protesting against the irresponsible, insensitive cover design of this issue of Time magazine.

My grandfather wore the Star of David (albeit on a yellow background) on his lapel in a public square of his town in Poland when he was shot in the head by an SS officer in front of his wife children - he has been "Pushing Daisies" ever since. It is in his name that I protest against Time magazine, its publisher and its editor for this deplorable stunt.