Following the Second World War, Arab and Arab American intellectuals and activists – affiliated respectively with the Arab League’s Arab Office bureau in Washington, D.C. and the New York-based Institute of Arab American Affairs – conducted the most intense, wide-ranging pro-Palestinian/anti-Zionist public relations campaign in U.S. history. Though largely ignored by scholars, the campaign produced an impressive array of activism, from radio broadcasts and full-page press advertisements to government lobbying and a host of publications including books, informational pamphlets, and periodicals. Emphasizing values of human rights, self-determination, and liberal internationalism, Institute and Arab Office officials mobilized a contrapuntal strategy to destabilize the progressive mythology and erroneous anti-Arab assumptions perceived at the core of Zionism’s ideological appeal in the United States. While they also, along these lines, challenged Orientalist notions of Arab “fanaticism” and “backwardness,” the Arabs in America found themselves primarily having to refute a set of more recent and far more damaging associations that arose at the time, linking pan-Arab nationalism and Arab anti-Zionism to Nazi anti-Semitism. By examining this episode of transnational public diplomacy and assessing the strategies employed and obstacles faced by its two institutional progenitors, this essay offers a window into the larger historical process, in which the cultural and ideological foundations of U.S.-Arab world relations were contested and renegotiated during a critical moment in history. Additionally, it offers insight into the transnational politics of pan-Arab nationalism while exploring aspects of Arab American history that, in terms of emphasis and approach, break with the conventional interpretive framework. Ultimately, the paper argues that the confluence of forces that the Institute and Arab Office set out, but ultimately failed to arrest, foreshadowed the politics of exclusion that future generations Arab Americans would come to experience domestically and the state of U.S.-Middle East relations that the world knows today.