Alison Weir has established herself as a prominent voice in the anti-Israel movement. She frames the Jewish State as a violent aggressor in the region and charges that the United States, through its aid, is the driving force behind this aggression. Weir claims that not only does Israel brutalize the Palestinians, but through its intimidation tactics, it corrupts the American political system and prevents criticism of its conduct from being voiced by the mainstream media. As a result, she contends, Americans are kept in the dark about how their taxes fund Israeli mistreatment of Palestinians.

In her discussions of Israel's influence, Weir employs anti-Semitic imagery and portrays Israel and its agents as ruthless forces that control American policy through brutal intimidation and deception. Weir views herself and her organization, If Americans Knew, as part of a growing movement to promote U.S. interests by educating Americans about the vast conspiracy to keep the truth about Israeli practices hidden from them.

In June 2010, Weir was named the next president of the Council for the National Interest (CNI), replacing its longtime leader Eugene Bird. Weir did not give up her post at IAK and but will instead split her time working for both organizations, according to CNI's announcement of the appointment.