Principles and Goals for Combating Antisemitism for the Jewish World

Basic Framing: Antisemitism is Just a Symptom of an American Challenge

79. The Central Idea: Universalization of antisemitism, framing it as a symptom of an American problem and of liberal democracies in the West: Publicly framing woke culture as a broader problem threatening core values of liberal democracies will make the fight against antisemitism relevant to a larger number of Americans. This approach conflicts with the current prevalent approach in the Jewish establishment that can be called "Canary in a coalmine," which refers to the idea that just as canaries were used as early warning signs of dangers in coal mines, so too the treatment of Jews in a particular society can serve as an early indicator of more dangerous future trends. In contrast, we believe that a more effective presentation would be to discuss the current and parallel challenges of American society resulting from the purism of woke culture, of which pro-Hamas antisemitism is just one symptom.

• Public statements and media messages from Jewish organizations: Framing woke culture as a symptom of a broader problem for America should be reflected in all public references to the issue, both from the Jewish establishment and Jewish bodies operating outside the establishment.

• Branding, communication strategy, and digital media: Effective presence in the digital space should be based on three central principles: timing, authenticity, and cohesive narrative. Since first impressions largely determine what additional content each person will be exposed to in the digital age, invest in quality content and quick, precise distribution. Develop a branding strategy based on creating emotional connections with the broader public based on shared American values, and frame the threat of antisemitism as part of a broader threat to the American way of life. Also, bring authentic voices from Israeli society, without filters or mediation.

Going on the Offensive: Unraveling the Connection Between Progressive Movement and Social Power Centers

80. The Central Goal: Unraveling the connection between progressives and social power centers: As social power centers that are currently being exploited to promote progressive discourse frameworks in various arenas are 'neutralized', the Jewish community in the US will be able to restore its social status and thrive. Achieving this goal may depend on the following strategies:

• Building a long-term plan to gain control of power centers: Jewish communities must build long-term plans, map the social and political power centers around each community, and formulate a strategy for control or influence over them. For example, promoting allies to university boards of directors, advancing promising future newspaper editors, supporting friendly labor unions, and similarly trying to influence social networks, the political system, the legal system, and corporate America.

• Forming anti-woke coalitions (Counter-Intersectionality): More and more Americans today understand that the woke movement is led by social chaos agents with a purist ideology that threatens fundamental American values. This threat is directed at individuals and particular social groups (such as white men, Asians, non-Islamist Muslims, etc.). The Jewish community is largely the only group targeted by a focused campaign as a distinct collective group. Therefore, it has a unique role in leading diverse coalitions and partnerships with other groups and minorities, and especially in creating frameworks for thought and action for individuals who aren't part of distinct groups but represent the majority in America that fears woke culture.

• Creating a barrier between Islamists and the left in the Red-Green alliance: The Jewish community hasn't done enough to create a barrier between these two groups by emphasizing their ideological contradictions. For example, the gap between liberal left values like women's rights, LGBTQ+ rights, and religious freedom, versus the conservative and oppressive positions of Islamists. Exposing these contradictions will help undermine their alliance and weaken their joint power against the Jewish community.

• Consequences: Exposing the true face and agenda of Islamist groups and their funders: A comprehensive strategy is needed to expose the ideological and practical connections between Islamist organizations in the West and terrorist organizations in the Middle East, or countries that fund Islamist groups and institutions that serve as incubators for woke culture, like Qatar. Action should be taken against foreign funding of these organizations and expose their true agenda to Western public, creating social, economic, political, or legal consequences for those who generate antisemitism.

• Empowering new anti-Islamist power centers in the Muslim community: It should be assumed that many Muslims, perhaps even the majority in the US, do not identify with the Muslim Brotherhood's agenda. Demographically, most Muslims in America live in suburban areas and not necessarily in large cities where organizations associated with the Muslim Brotherhood have a presence, and they represent a very diverse population. However, Islamist organizations are the most organized force within Muslim immigrant communities, and therefore are perceived as the most authentic representatives of these communities. Therefore, anti-Islamist Muslim forces in Western Muslim communities should be strengthened, like the Clarity coalition, based on emphasizing the difference between political Islam and most Muslims in the US, and based on democratic and pluralistic values.

In the Jewish Community: Turning Chaotic Response into Decentralized Response

81. The Central Goal: Jewish cohesion based on a shared understanding of the challenge: The success of the response to fighting antisemitism depends on creating a united Jewish front based on a shared understanding of the challenge. No single organization or initiative has the power to change the picture, and it's impossible to force the polarized Jewish community into a single centralized response. However, it is possible to aim for creating a decentralized response that has ideological coherence, like the campaign to free Soviet Jewry in the 1970s.

Today, many tend to look at the campaign to free Soviet Jews through mythical glasses, attributing its success to the cohesion of the Jewish community then, which is sorely missing today. Our analysis (in a separate document) reveals that the Jewish community was decentralized and divided. However, what enabled the impression of collective action was a shared understanding of the challenge, which led all organizations to move toward the same North Star. Until October 7th, the Jewish community struggled to advance collective goals and even define shared goals. Although October 7th may change this, we are currently not aware of any Jewish organization that has made it a central goal to create such a united front in the Jewish ecosystem, and this is a central challenge that we have taken upon ourselves at Atchalta. A decentralized response can be promoted through the following approaches:

• Calling on each organization to reexamine its approach against the principle of universality in the fight against antisemitism. This approach may allow politically and professionally diverse organizations to find their angle through which they choose to frame antisemitism as a symptom of a broader threat: Each Jewish and pro-Israel organization should be encouraged to reexamine what is their unique universal angle in fighting antisemitism – whether it's in trying to protect democratic values, freedom of speech, academic meritocracy, educational pluralism, minority rights, or truth in science.

In polarized America, even the term "American interests" might appear political. However, as long as there is a shared understanding of the challenge and the principle of universalization is maintained – meaning framing that doesn't treat antisemitism as an exclusively Jewish community problem – the chances of creating an effective collective Jewish response against antisemitism increase.

The principle of universality should be embedded in both immediate and long-term work plans - mapping partners, mapping power centers in the ecosystem, building plans for taking control of or influencing power centers, long-term goals, defining unique added value and strategy.

• Leveraging the cognitive dissonance of October 7th: Mobilizing the Jewish left to fight against woke culture: The willingness of progressive Jewish organizations to stand against pro-Hamas antisemitism has likely increased in light of the gap between their values and worldviews, and the responses they were exposed to in the progressive camp after October 7th. Some even experienced left-wing antisemitism directly for the first time. In a world of echo chambers, liberal and progressive voices are in the best position to challenge woke discourse from within. Despite the challenges involved, the potential influence of progressive bodies makes the effort to connect them against woke culture worthwhile. Recruiting Jewish progressives to challenge woke culture is still a significant challenge, as many may suspect that the intention is to make them partners in silencing discussion about Israel's policy toward Palestinians. For too many, criticism of Israel is the very foundation of their organizational and professional existence.

• Education: Eliminating ignorance. Unfortunately, in the Jewish community, there are many who have internalized woke discourse and see themselves as "white" and "privileged." This reality is also a failure of Jewish communities to maintain inclusive and affordable Jewish educational frameworks. Many young Jews do not receive Jewish education, sometimes due to its high cost or lack of relevance to young Jews. The Jewish community must find ways to strengthen knowledge about the Jewish people, not through progressive lenses that define diversity almost exclusively by skin color and socio-economic status.

• Taking advantage of the opportunity for renewed connection with Israel: October 7th creates a new opportunity to connect mainstream Jews with Israel, after years of widening cognitive and emotional gaps. The terrible massacre caused many people to understand that one cannot escape Jewish identity, including the connection with the Jewish state. Exposing individual faces in Israeli society to American Jews is the most effective tool for connecting American Jewry with Israel.

• Community Relations: The Jewish community's network of connections and lobbies – the more developed the community relations system responsible for building relationships outside the community is, the more external allies will join the Jewish community in the fight against antisemitism, and the Jewish community will know how to nurture strategic partnerships and cross-sector alliances. The community relations system that serves as a kind of foreign ministry for Jewish communities at local and national levels was established about a hundred years ago to create professional relationships with government officials and other social groups. Compared to its operation until the 1990s, the volume of activity of this system has decreased significantly, even if it has experienced a small increase in recent years. Rehabilitating this system is essential.