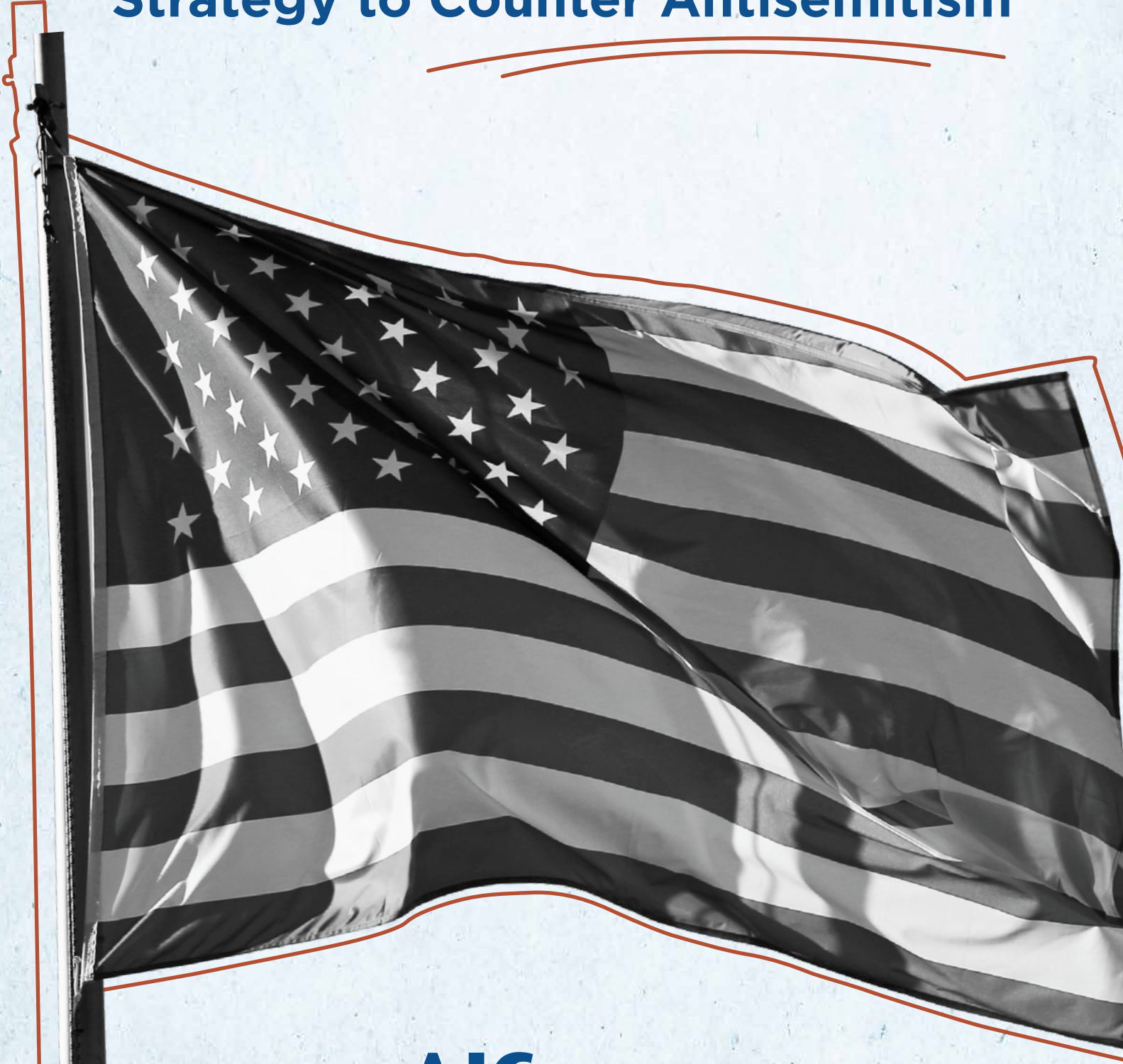


An Influencers Guide

Implementing the U.S. National Strategy to Counter Antisemitism



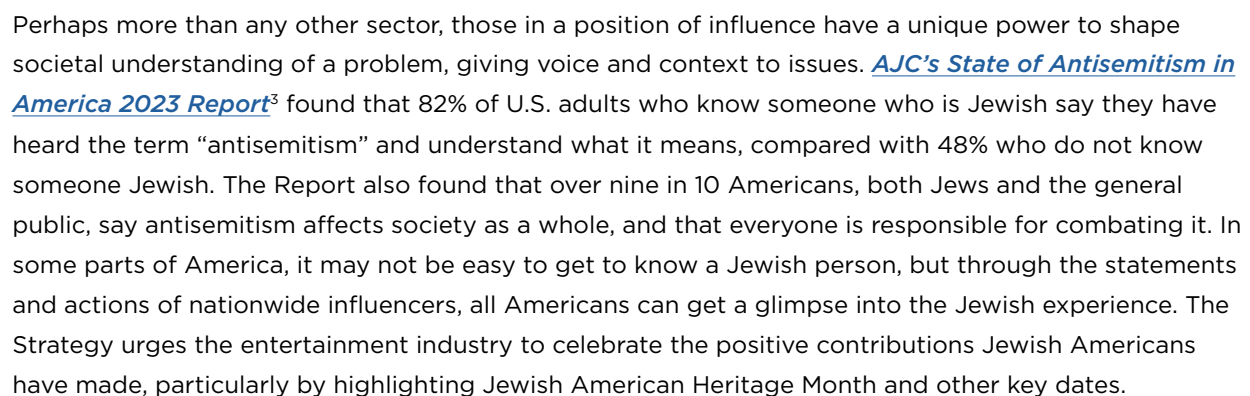
An Influencer's Guide

Implementing the U.S. National Strategy to Counter Antisemitism



The [U.S. National Strategy to Counter Antisemitism](#)¹ outlines a whole-of-society effort to address anti-Jewish hate. It specifically identifies actions that national influencers, including media figures, athletes, gamers, entertainers, and others can take.

The Strategy says explicitly that influencers should seek support in meeting these recommendations: “Experts on antisemitism and communications should hold briefings for influencers and work with them individually to develop educational content, including content for social media.” American Jewish Committee (AJC) and our [Task Force to Implement the U.S. National Strategy to Counter Antisemitism](#)² have created this short guide, and are eager to hold briefings and create customized educational content.



Perhaps more than any other sector, those in a position of influence have a unique power to shape societal understanding of a problem, giving voice and context to issues. [AJC's State of Antisemitism in America 2023 Report](#)³ found that 82% of U.S. adults who know someone who is Jewish say they have heard the term “antisemitism” and understand what it means, compared with 48% who do not know someone Jewish. The Report also found that over nine in 10 Americans, both Jews and the general public, say antisemitism affects society as a whole, and that everyone is responsible for combating it. In some parts of America, it may not be easy to get to know a Jewish person, but through the statements and actions of nationwide influencers, all Americans can get a glimpse into the Jewish experience. The Strategy urges the entertainment industry to celebrate the positive contributions Jewish Americans have made, particularly by highlighting Jewish American Heritage Month and other key dates.

¹ <https://www.whitehouse.gov/briefing-room/statements-releases/2023/06/02/the-u-s-national-strategy-to-counter-antisemitism-key-actions-by-pillar-2/>

² [AJC.org/NationalStrategyNews](https://www.ajc.org/NationalStrategyNews)

³ [AJC.org/AntisemitismReport2023](https://www.ajc.org/AntisemitismReport2023)

Suggested Actions and AJC Resources

The Strategy urges the entertainment industry to celebrate the positive contributions Jewish Americans have made, particularly by highlighting Jewish American Heritage Month and other key dates.

Plan for [Jewish American Heritage Month](#)⁴, which occurs in May. Consider highlighting meaningful shows, [movies](#)⁵, plays, and artists to showcase the role American Jews have had in the entertainment industry as well as pre/post-screening discussions with Jewish organizations.

Acknowledge International Holocaust Remembrance Day, designated by the UN to take place annually on January 27. Mark this commemoration in programming or in [public statements](#)⁶. Participate in remembrance programs at Holocaust museums or memorials. Reaffirm the fundamental guiding lesson of the Holocaust: never again.

Mark important dates in the calendar ([holidays](#)⁷ and anniversaries) to demonstrate allyship. Public statements or social media messages can lift up stories of people who have been victimized by antisemitism or are fighting against it.

Participate in National Initiatives. The National Endowment for the Arts (NEA) Artists for Understanding and Connecting initiative helps raise awareness of the power of the arts to counter antisemitism, Islamophobia and other forms of hate.

The Strategy calls on national influencers, including media figures, athletes, gamers, entertainers, and other public figures to increase understanding and awareness of antisemitism, and to use their platforms to speak out against antisemitism and other forms of hate whenever they manifest.

Issue condemnations. As with all hate crimes, when an incident occurs, the entertainment industry should speak out loudly and clearly using their broad reach, affirming that antisemitism is not just a Jewish problem, but an assault on human values.

⁴ [AJC.org/JewishAmericanHeritageMonth](https://ajc.org/JewishAmericanHeritageMonth)

⁵ <https://www.common-sense-media.org/lists/movies-that-represent-and-celebrate-jewish-heritage>

⁶ [AJC.org/InternationalHolocaustRemembranceDay](https://ajc.org/InternationalHolocaustRemembranceDay)

⁷ [AJC.org/Culture](https://ajc.org/Culture)



• Unfortunately, it has become all too common to issue universal condemnations of hate that fail to mention the anti-Jewish character of the incident, or list antisemitism among a list of hateful “isms” when it was just the Jewish community targeted. For a template for employers, please see the [Equal Employment Opportunity Commission \(EEOC\) resolution](#)⁸, and for a sample of an external corporate condemnation, please see [MRC Entertainment’s powerful statement](#)⁹ on Kanye West’s antisemitic rhetoric.

Review company association with and potential sponsorship or remuneration of individuals and entities that advance antisemitism. This might include reconsideration of a brand association, halting patronage, or “unfollowing” an account.

Avoid stereotypical depictions of Jewish people¹⁰. The strategy encourages creators such as writers, producers, and directors to avoid stereotypical depictions and content that promotes misinformation about Judaism as a religion and Jewish culture, and to consider consulting organizations that have helped train media corporations, content creators, journalists, and reporters to identify antisemitic terms and tropes.

Companies and associations, which often act as influencers (sports leagues, entertainment, artists agencies, etc.), also play an important internal role, fostering greater sensitivity to concerns of Jewish employees. Promoting an inclusive environment can prevent antisemitism in the workplace and increase the sense of belonging of Jewish employees.

Consider holidays. Ensure that calendars for employees and talent consider the [major holidays](#)¹¹ of all faith communities and make appropriate religious accommodations.

Adopt a clear policy. All industry employees should have access to streamlined, confidential channels to report bias and harassment. Reporting structures should protect complainants from retaliatory harassment, and complaints should be adjudicated in a timely way.

Listen to Jewish employees. Regularly connect with Jewish employees and seek their opinions and recommendations to create a culture of inclusion and respond to antisemitism. As with others raising concerns about bias, treat Jewish individuals alleging anti-Jewish bias with respect, take their complaints seriously, and investigate and take corrective action as appropriate.

Include Jewish employees in DEIA. Regularly engage with Jewish employees and include Jewish people in training and company communications on Diversity, Equity, Inclusion, and Accessibility (DEIA). Ensure antisemitism is considered in DEIA agendas.

Partner with AJC to plan trainings. AJC has trained numerous elected officials, law enforcement, corporations, sports teams, higher education institutions, and nonprofits to help them recognize antisemitism, raise awareness, and address it using a variety of tools. To schedule a training, contact antisemitism@ajc.org.

The Strategy stresses the imperative for all communities to work together and stand up for each other to counter antisemitism and other forms of hate. A diversity of voices and actors signals that antisemitism is not just a problem for Jews, but for all. **To add your voice to the growing list of influencers banding together to counter antisemitism by endorsing this guide, email antisemitism@ajc.org.**

⁸ <https://www.eeoc.gov/resolution-us-equal-employment-opportunity-commission-condemning-violence-harassment-and-bias-0>

⁹ <https://deadline.com/2022/10/kanye-west-documentary-scraped-by-mrc-amid-anti-semitic-statements-company-leaders-speak-out-1235153382>

¹⁰ [AJC.org/TranslateHate](https://ajc.org/TranslateHate)

¹¹ [AJC.org/Culture](https://ajc.org/Culture)

Additional Resources

To read

- [AJC's Translate Hate](#)¹²: AJC's visual glossary of antisemitic tropes, words, and symbols that can hide in plain sight, from the internet to pop culture.
- Also available in Spanish: [Traduciendo El Odio](#)¹³
- [AJC's State of Antisemitism in America Report](#)¹⁴: The report assesses and compares Jewish and general population perceptions of and experiences with antisemitism in the United States.
- [10 Tough Questions on Antisemitism Explained](#)¹⁵
- [Jewish American Heritage Month](#)¹⁶: AJC's Jewish American Heritage Month website provides a wealth of resources on Jews in America and their contributions to our country
- [The Tevye Test](#)¹⁷: Rooted in Ben M. Freeman's work in the upcoming second chapter in his trilogy on Jewish Pride, The Tevye Test measures the representation of Jews in the media.
- [Race, Ethnicity, Heritage, and Immigration Among U.S. Jews](#)¹⁸: Pew Research Center's survey of Jewish Americans in 2020.
- [Racial and Ethnic Diversity in the Jewish Community](#)¹⁹: A guide that was created with [Be'chol Lashon](#)²⁰ that explores the racial and ethnic diversity of the Jewish community in America.

To watch

- ["What is antisemitism?"](#)²¹: This animated video explains historical origins, modern manifestations, and actions to take to counter antisemitism in just 4 quick minutes.
- [Series of videos on Jewish holidays and important dates in the Jewish calendar](#)²²: including Hanukkah, Passover, and International Holocaust Remembrance Day.
- [The U.S. and the Holocaust](#)²³: Ken Burn's documentary exploring America's response to the Holocaust.
- [Forgotten Refugees](#)²⁴: Directed by Michael Grynspan and produced by Avi Goldwasser, this documentary provides a history of the almost one million Arab Jews who had to flee their countries due to antisemitism.
- [The History of Black Jews in America](#)²⁵: The Jewish Education's Project provides a video of Black Jews and their history in America.

¹² [AJC.org/TranslateHate](https://www.aicj.org/TranslateHate)

¹³ [AJC.org/TraduciendoElOdio](https://www.aicj.org/TraduciendoElOdio)

¹⁴ [AJC.org/AntisemitismReport2023](https://www.aicj.org/AntisemitismReport2023)

¹⁵ [AJC.org/ToughAntisemitismQuestions](https://www.aicj.org/ToughAntisemitismQuestions)

¹⁶ [AJC.org/JewishAmericanHeritageMonth](https://www.aicj.org/JewishAmericanHeritageMonth)

¹⁷ <https://www.creativecommunityforpeace.com/wp-content/uploads/2022/07/CCFP-The-Tevye-Test-August-2022.pdf>

¹⁸ <https://www.pewresearch.org/religion/2021/05/11/race-ethnicity-heritage-and-immigration-among-u-s-jews>

¹⁹ https://globaljews.org/wp-content/uploads/2023/10/MLK_Discussion_Guide-1.pdf

²⁰ <https://globaljews.org/>

²¹ <https://www.youtube.com/watch?v=QjYcUU8L1vo>

²² https://www.youtube.com/playlist?list=PLr83pm4poriyIOvW2O_R-Llv7LZKW1qT

²³ <https://www.pbs.org/kenburns/us-and-the-holocaust/>

²⁴ <https://www.jimena.org/resources/forgotten-refugees/>

²⁵ <https://educator.jewishedproject.org/content/history-black-jews-america>

American Jewish Committee (AJC) is the global advocacy organization for the Jewish people. With headquarters in New York and more than 75 offices, institutes, and international Jewish community partnerships worldwide, AJC's mission is to enhance the well-being of the Jewish people and Israel, and to advance human rights and democratic values in the United States and around the world.

Following the historic unveiling of the U.S. National Strategy to Counter Antisemitism by the White House, AJC CEO Ted Deutch announced the creation of the AJC Task Force to Implement the U.S. National Strategy to Counter Antisemitism. AJC's Task Force is designed to ensure the execution of the National Strategy, which includes dozens of AJC's recommendations closely resembling [**AJC's Call to Action Against Antisemitism in America**](#), in a meaningful and timely manner. For more information on AJC's Task Force visit [**AJC.org/NationalStrategyNews**](#).