The PLAYBOOK

Tackling the Delegitimization of Israel on Campus
Anti-Israel student groups are on the offensive throughout the school year, with displays, events, cultural activities, protests and even “apartheid week.” It’s important to remember that all of their tactics are part of a larger endgame: **THE DELEGITIMIZATION OF ISRAEL.**

Use the **STRATEGIC PLAYS** in this playbook to help tackle anti-Israel activity on your campus. But remember that the best defense is a good offense:

**PLAN EARLY. PLAN OFTEN. BE PROACTIVE.**

This playbook is your first step in training—but not your last. Start here and follow the **CLICK HERE** links for further training resources. Remember—taking back the offensive line requires dedication and perseverance. If you’re a rookie, this book will turn you into an MVP. The ball is in your hands:

**TRAIN YOURSELF, KNOW YOUR STRATEGIC PLAYS AND PLAY STRONG!**
**On the Field:**

- **BUILD YOUR TEAM**—develop and strengthen relationships with administration, faculty, student government, campus news and religious and student club leaders. Engaging the non-Jewish community is essential to success.

- **GET InvOLVED** with Hillel.

- **TAKE CLASSES** about Israel and the Middle East. Keep up with current events.

- **INFORM YOURSELF:** The resources below should be viewed as a starting point. Add your own resources with different viewpoints. Knowing what the opposition—and sometimes a friend—is saying is key if you want to be prepared to respond.

**Off the Field:**

- **GO TO ISRAEL** on Birthright, study abroad and participate in MASA programs. Connect with multiple pro-Israel organizations. Contact your Hillel professional to help you make connections.

- **MAINTAIN CONTACT** with other professionals in the community who can back you up, e.g. the [Israel on Campus Coalition](#), the local Jewish Federation, Jewish Community Relations Council (JCRC), Jewish Council for Public Affairs, The Israel Action Network, Anti-Defamation League, American Jewish Committee, etc.

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**Israeli News Sources:**
- The Jerusalem Post
- Haaretz
- Ynet News

**U.S. News Sources:**
- The New York Times
- The Wall Street Journal
- The Washington Post

**Beyond the Conflict:**
- Israel 21c
- Israel on Campus
- Israel Campus Beat

*CLICK HERE* for team-building strategies.
Delegitimization
Tactic I:

Anti-Israel Displays & Tables
These include tables or wall displays set up on campus portraying Israel as a human rights abuser, an aggressor, guilty of war crimes and so on. The display might include graphic and offensive pictures, a “wall” distorted to represent Israel as an apartheid state, “statistics” of U.S. aid to Israel, inaccurate and redrawn maps of Israel, etc.

STRATEGIC PLAYS:

- **ALWAYS DOCUMENT THE DISPLAY** with pictures or video and alert local Jewish professionals at Hillel, JCRC, Federation and other community organizations.
- **GET TOGETHER** with other pro-Israel students to determine your response.
- Develop your own **PRO-ISRAEL DISPLAY**, and create a handout with facts and a pro-peace message.
- **WRITE AN OP-ED** in the school paper directly countering their overall strategy of delegitimization and exposing it for what it really is.
- If any school “values” were violated, respectfully **THROW A RED FLAG**, bringing it to the attention of the administration via e-mail or by requesting a meeting with the appropriate representative. Consult your Hillel or community professional for advice.

CLICK HERE
for op-ed examples.
STRATEGIC PLAYS:

Anti-Israel Events & “Cultural Activities”
These include events and activities that distort, demonize or seek to delegitimize Israel through guest speakers, plays, music, poetry readings, etc. The activity is considered anti-Israel if it delegitimizes, demonizes or applies a double standard to Israel.

- Monitor the event with pictures and video and take accurate notes.
- Do your homework. Who are the speakers? What are their positions? Who is the group/organization? Who are the co-sponsors? Use online resources.
- Come prepared to challenge their arguments with tough questions prepared in advance to get the audience thinking.
- Be respectful—don’t mimic their tactics.
- Table outside the event with peaceful messaging.
- Run a screen pass. Instead of a direct response that they might expect, offer a continuum of positive programs throughout the year.

Delegitimization Tactic II:

Click here for program ideas.
Traditional & “Occupy” Style Protests

Protest tactics can range from silent protests during the event, active traditional protests outside of the event and could even borrow from the style of the “Occupy” movement participants. Protestors might rush the stage and take over the mic, start chanting anti-Israel slogans as a group and attempt to derail your event by causing disorder.

STRATEGIC PLAYS:

- **CHECK IN** on the Facebook pages and websites of anti-Israel groups to find out whether any discussion of protesting is taking place.
- **ASK** a trusted faculty or administration member to serve as an MC for the event. If you are co-sponsoring the event with another group, ask to share the MC duties.
- **CONSIDER** requesting campus public safety or local police to attend, if necessary.
- **PREPARE THE SPEAKER** and other students involved with planning ahead of time and develop a plan of action.
- **DRAFT AN OPENING AND POST-WALKOUT STATEMENT** and make sure the person delivering the statement has a copy well in advance of the event.
- **ALWAYS BRING A VIDEO CAMERA** and create a digital record to document.
Delegitimization Tactic IV:

Israel Apartheid Week–The Hail Mary Pass

Apartheid Week consists of a weeklong barrage of displays, events, speakers and activities. The goal is to equate Israel with the former South African apartheid state. There could be a “wall” erected on campus, designed to mislead your classmates and distort the representation of Israel’s anti-terror barrier. Israel Apartheid Week is planned in advance and operates as an all-out assault on Israel and her supporters.

STRATEGIC PLAYS:

- **COUNTER THE “APARtheid” CLAIM** by defining it for the campus community in an op-ed in the campus paper.
- **PLAN AN ISRAEL SOLIDARITY WEEK** which presents a positive alternative to their messages and shows the diversity of Israel.
- **BRING IN CREDIBLE SPEAKERS** (academics, journalists, diplomats, etc.) to make the case while respecting the genuine concerns of the Palestinian people.
- **PARTNER WITH RELEVANT STUDENT GROUPS**: Black Student Union, La Casa, Asian Student Association, LGBT, social justice, interfaith, etc.
- **DEVELOP A MULTI-MEDIA CAMPAIGN** using Twitter, Facebook and YouTube, and consult community professionals for resources.
- **USE YOUR TIME WELL.** Make use of available materials that you can adapt.

CLICK HERE for further resources on countering Apartheid Week.

CLICK HERE for further resources on planning an Israel Solidarity Week.
Delegitimization Tactic V: Boycott, Divestment & Sanctions
The Boycott, Divestment and Sanctions (BDS) movement is a global effort that aims to delegitimize Israel using divestment (along with boycotts and sanctions) as its primary method of challenging Israel’s right to exist. It has surfaced on U.S. campuses with unsuccessful efforts to stop the sale of Israeli made products, calls for the university to divest from Israel and events focused on pulling U.S. support from Israel. BDS has not been successful on any campus, but it is not to be taken lightly. If you see any signs of a BDS movement starting on your campus, follow these strategic plays.

STRATEGIC PLAYS:

- Call in the ref and bring in your coach. This is a serious FLAGRANT FOUL.
- YOU’RE GOING TO NEED THE WHOLE TEAM on this one: the community, faculty, administration, student groups and the outside pro-Israel community—which is why it is so important to always be building those relationships.
- If we want to win this thing, BDS attempts MUST BE STOPPED at the line of scrimmage.

CLICK HERE and HERE for further resources on countering divestment on campus.
This playbook is one piece of the comprehensive offensive. Follow the CLICK HERE links for additional resources to help defend against the aggressive tactics designed to delegitimize Israel. Use THE PLAYBOOK, turn to the professionals in your community and build partnerships.

NOW IS THE TIME TO TAKE BACK THE OFFENSIVE LINE.

Jewish United Fund/Jewish Federation of Metropolitan Chicago’s Department of Campus Affairs and Student Engagement: Encompassing The Hillels of Illinois and JUF’s Israel Education Center