



*The*

# PLAYBOOK

*Tackling the Delegitimization  
of Israel on Campus*



## Anti-Israel groups on campus use various strategies to perpetuate a single goal— **THE DELEGITIMIZATION OF ISRAEL.**

These strategies include divestment campaigns, cultural events, protests and “apartheid week”. These groups infuse extreme, biased and anti-Semitic dialogue into mainstream campus conversations about Israel.

Use the information in this playbook to tackle anti-Israel activity on your campus. Start here and follow the **CLICK HERE** links for additional resources. Don't let the anti-Israel voice be the loudest in the room—*equip yourself with the tools necessary to stand up for Israel!*

Check [juf.org/playbook](http://juf.org/playbook) for comprehensive information and resources.

## PRESEASON

PREPARE EARLY AND OFTEN! REVIEW STRATEGIC FOOTAGE FROM LAST SEASON.

### ***Learn the other team's strategies***

There are FIVE common accusations made against Israel on campus. While the opposition repeats these accusations, or “strategies,” through various plays, the end goal remains the same: **delegitimize Israel by infusing these accusations into mainstream dialogue.** These are foul plays, but the opposition uses them **so often** that the refs can't keep up. The opposition accuses Israel of:

- > [Colonialism](#)
- > [Ethnic cleansing](#)
- > [Apartheid](#)
- > [Genocide](#)
- > [Crimes against humanity](#)

### ***Review the plays***

Anti-Israel groups on campus use the following tactics to spread the five accusations:

- > [Apartheid walls](#)
- > [Mock eviction notices](#)
- > [Protests](#)
- > [Events/Cultural activities](#)
- > [Disruption of Israel programming](#)

# TRAINING CAMP

DEVELOP A STRONG ROSTER OF STARTING AND BACKUP PLAYERS.

## **Draft your players**

Create a diverse network of on-campus relationships; important players on campus include administration, faculty, student government, campus news and religious and student group leaders. **Engaging the non-Jewish community is essential to success.**

## **Show up to practice**

- Attend Israel-related events on campus and get involved with the Hillel on your campus.
- Become an engaged participant in diverse activities on campus.
- Strengthen your offensive line by bringing pro-Israel speakers and events to campus.

## **Strength-train**

- Take classes about Israel and the Middle East and keep up with current events.
- Learn history and facts from reliable sources.

**CLICK  
HERE**

## **Read the news**

The resources below are representative, not comprehensive. Add your own resources with different viewpoints. It is important to learn from multiple perspectives so you can respond to challenges and accusations.

- **Israeli News Sources:** [The Jerusalem Post](#), [Haaretz](#), [Times of Israel](#)
- **U.S. News Sources:** [The New York Times](#), [The Wall Street Journal](#), [The Washington Post](#)
- **Beyond the Conflict:** [Size Doesn't Matter](#)

## **Go to Israel**

Take a [Birthright](#) trip, study abroad and participate in [Onward Israel](#) and other [MASA](#) programs. Connect with multiple pro-Israel organizations. Contact your [Hillel professional](#) to make connections.

## **Make contacts**

Maintain contact with other community professionals who can back you up, e.g. the [Israel Education Center](#), [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](#), [Scholars for Peace in the Middle East](#), etc.

# BDS: THE FOUL PLAY

**Boycott, Divestment and Sanctions** is an anti-Semitic movement that aims to isolate Israel politically, academically, economically and culturally. BDS is a global, decentralized effort that is particularly visible on college campuses, in churches and in labor unions. BDS supporters employ the following tactics to delegitimize Israel and challenge Israel's right to exist:

- **Boycott:** rejects support of Israeli companies, products, academic institutions and cultural events.
- **Divestment:** encourages banks, governments, churches, universities and pension funds to withdraw investments from all Israeli financial institutions.
- **Sanctions:** pressures governments to impose sanctions on Israel and exclude Israel from international forums and trade agreements.

## Know it when you see it

The mascot of BDS on campus is the student government divestment resolution.

See later sections on apartheid walls, intersectionality and anti-normalization.

There's no coin toss to see who is on defense first—take the first steps to stop BDS on campus.



## Watch for the trick play

There are often discrepancies between what BDS claims to stand for and what they really mean; it is important to **recognize these differences**.

### ➤ Myth vs. Fact:

MYTH: BDS supporters target activities, products, and institutions that operate or are produced **specifically in the West Bank or Gaza Strip**. BDS criticisms are directed toward settlement activity, not the entire State of Israel.

FACT: BDS efforts **do not differentiate between the West Bank and the rest of Israel**. Official BDS language refers to the "Occupied Territory" and the BDS Movement considers all of Israel to be occupied territory.

### ➤ Anti-Zionism vs. Anti-Semitism:

There is a very thin line between anti-Zionist and anti-Semitic activity. BDS claims to target the Jewish state, not the Jewish people—but this is not true in practice.

## Call the penalty when you see it!

# UNSPORTSMANLIKE CONDUCT

## ***Apartheid Week***

The goal of Apartheid Week is to equate Israel with the former South African apartheid regime and portray Israel as a "pariah state". This plays into the overall BDS strategy to isolate Israel by repeating false accusations and infusing them into mainstream conversations about Israel.

Students often erect mock "apartheid walls" on campus to represent Israel's security barrier. These students are looking for conflict to create more publicity. This tactic evokes emotional responses from students, who are discomforted passing an "apartheid wall" that is often centrally located on a campus.

### **What to do:**

- Educate your peers on the differences between Israel and Apartheid South Africa.
- Host positive Israel programs, speakers and events
- Create a "knowledge campaign" to counter these messages.
- Don't engage with or provoke Apartheid Week supporters!

## ***Anti-Normalization***

A key tactic of the BDS movement, anti-normalization prohibits engaging with supporters of Israel in an effort to avoid legitimizing Israel and Zionism.

This reflects an effort to marginalize and isolate Israel and Zionists.

### **What to do:**

- Emphasize the importance of dialogue and compromise in peacemaking efforts.
- Highlight efforts to connect Israeli and Palestinian civil society and the benefits of engagement.
- Compare the situation to other conflicts around the world, and share the positive outcomes that come from engaging civil societies in conflict.
- Build personal relationships and activate your social networks. Your friendships are your greatest asset!



## THE INTERCEPTION

The concept of intersectionality—overlapping systems of oppression—can unite campus and social groups around important issues, providing forward momentum—as in football—to effect positive change. **HOWEVER**, intersectionality has been intercepted by the opposition. The intercepted football puts the home team on the defensive rather than the offensive.

Applied in an anti-Israel context, intersectionality presents Israel as a universal oppressor, against which all people who are oppressed—and all people who oppose oppression—must struggle.

It is offensive and counterproductive to define the ethnicity and history of another student group for political gain. Each student, regardless of race, ethnicity, color or creed, faces unique circumstances. To alter a commonly-used sentiment, we all must check our prejudices.

## DISRUPTIONS ON THE FIELD

Various forms of protest and disturbance can arise at Israel-related events on campus. They can occur before or during an event, and can be active or silent in nature. Protesters might rush the stage and take over the microphone, or start chanting anti-Israel slogans in an attempt to cause disorder. This tactic prevents the campus community from learning about and normalizing with Israel. While it is flashy, this tactic is ineffective in improving the lives of Palestinians.

### **When hosting an Israel-related event:**

- Alert campus security of ALL events even if you do not expect a protest or irregular activity.
- Discuss the safety protocol with campus security/local police prior to the event. (What will an officer do if a disruption happens? Who needs to be alerted immediately? Make sure you know this in advance and have those numbers stored on your phone.)
- Wait for security and administration to handle any disruption before resuming your program.
- Check IDs at the door. Station staff at the entrance at least 45 minutes prior to the program.
- Ensure all staff have campus safety and local police phone numbers stored on their phones.
- Take written questions in advance and during the event to prevent long-winded protest style "questions." Ensure you include a variety of questions—especially tough ones!



# TEAM MEETINGS

## *Field goal strategy*

Take pro-Israel engagement to social media. Score extra points for your team by throwing the flag at anti-Israel activity that takes place both on- and offline. Build a multimedia campaign to reach a wider audience and support your on-campus efforts.

## *Respond to false commercials*

If you see or hear false reporting about Israel on your campus, respond! Write an op-ed in your school newspaper, or use the tools in this playbook to respond through social media.

## *Read the league's rulebook*

Review your school's code of conduct and call out any violations. Contact the administration via e-mail or request a meeting with the appropriate representative to discuss conduct violations.

- Consult your Hillel or community professional for advice.
- Pay attention to freedom of speech, association or assembly statutes, as well as policies regarding protests, harassment, disruption and discrimination.



This playbook is one piece of the comprehensive offensive. Use the **PLAYBOOK**, turn to the professionals in your community and build partnerships.

**NOW IS THE TIME TO TAKE BACK  
THE OFFENSIVE LINE.**

Check [juf.org/playbook](http://juf.org/playbook) for comprehensive information and resources.



Jewish United Fund/  
Jewish Federation  
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*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*