Profile: Jewish Voice for Peace

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INTRODUCTION

Jewish Voice for Peace (JVP) has emerged as the leading Jewish anti-Zionist group in the United States, working to steer public support away from Israel and convince the American public that opposition to the Jewish state is not anti-Semitic.

The Boycott, Divestment and Sanctions (BDS) campaign, which has become the most oft-used tactic by the domestic anti-Israel movement in recent years, is heavily championed by JVP. The group's ongoing BDS initiative, called "We Divest," targets TIAA-CREF, a major financial services organization. JVP activists have also supported a variety of divestment resolutions considered by university student governments and mainline churches, including the Presbyterian and Methodist Churches.

JVP intentionally exploits Jewish culture and rituals in its advocacy to reassure its own supporters that opposition to Israel not only does not contradict, but is actually consistent with, Jewish values. Its "Rabbinical Council" even published a Passover Haggadah in the spring of 2012 that dedicated one of the traditional cups of wine to BDS (the Boycott, Divestment and Sanctions movement) and added an olive to the Seder plate in honor of the Palestinian struggle.

JVP also uses its Jewish identity to shield the anti-Israel movement from allegations of anti-Semitism and provide the movement with a veneer of legitimacy. On its Web site, JVP recognizes its role as such, noting that the group's Jewish nature gives it a "particular legitimacy in voicing an alternative view of American and Israeli actions and policies" and the ability to distinguish "between real anti-Semitism and the cynical manipulation of that issue."

The group's positions on BDS, its willingness to partner with anti-Israel organizations that deny Israel's right to exist and legitimize terror, and its refusal to support a two-state solution to the Israeli-Palestinian conflict, demonstrate JVP's hardline stance.

In fact, JVP consistently co-sponsors rallies to oppose Israeli military policy that are marked by signs and slogans comparing Israel to Nazi Germany, demonizing Jews and voicing support for groups like Hamas and Hezbollah. JVP has never condemned or sought to distance itself from these messages. Indeed, JVP's Executive Director Rebecca Vilkomerson recently gave an interview to American Free Press, a conspiracy-oriented anti-Semitic newspaper.

In the past four years, JVP has significantly expanded and is now a national organization with 30 chapters across the country, including a handful on college campuses, and claims more than 100,000 supporters across the country. JVP's success in this area is aided by its embrace of online marketing tools and its strong presence on social networking sites.

The group has nearly 30,000 "likes" on Facebook and 9,000 followers on Twitter. Not surprisingly, this increased support has translated into additional dollars. In the past few years, JVP has reportedly averaged approximately $300,000 in annual contributions.
BOYCOTT, DIVESTMENT AND SANCTIONS (BDS) EFFORTS

JVP has become one of the primary organizers of the BDS campaign in the United States and helps local anti-Israel groups organize BDS initiatives on and off American college campuses. The group advocates for boycott campaigns targeting SodaStream, an Israeli company that produces beverage carbonating devices, and calls on mainline Christian churches and American financial investment institutions, especially TIAA-CREF, to divest from multinational companies that work with Israel.

While explicitly supporting BDS initiatives that target the Israeli occupation and settlement products – a strategy known as “targeted BDS” – JVP’s position on BDS campaigns that target Israel more broadly is less clear.

JVP’s Executive Director, Rebecca Vilkomerson, has expressed uncertainty with JVP’s decision to adopt a narrower effort than that of the global BDS Movement’s call for a complete boycott of Israel. “We [JVP] do feel connected to the global BDS movement,” she said in an April 2011 interview. “We consider ourselves a part of it. We would defend the right of people to do a full boycott. This is what Palestinians are asking for, and we respect their call.” She added that JVP will likely soon endorse a full boycott, stating: “sooner or later we are going to stop the fancy footwork and say we fully endorse the Palestinian call. At our last members’ meeting in Philadelphia, that was the central question. We talk about it all the time.”

Indeed, JVP has publicly defended broader BDS initiatives on numerous occasions, stating on its website that it “reject[s] the claim that these are inherently anti-Semitic. We see them as a non-violent response to the daily violence of the Israeli occupation.” To date, however, the organization has not changed its current position of only advocating for limited BDS initiatives.

Below is a sampling of JVP’s involvement in BDS activities:

**TIAA-CREF and the “We Divest” Campaign:** In 2010, JVP initiated a national campaign to pressure the financial services giant TIAA-CREF to divest from companies that are allegedly profiting from the Israeli occupation (Caterpillar, Northrop Grumman, Motorola Solutions, Elbit Systems, and Veolia). The petition that JVP started at that time has now received more than 21,000 signatures and the “We Divest” campaign has been endorsed by more than 60 organizations. In January 2012, JVP announced that the “We Divest” campaign was being transformed into a coalition comprised of JVP, the US Campaign to End the Israeli Occupation, Adalah-NY, the US Palestinian Community Network, Grassroots International, and the American Friends Service Committee. The coalition regularly organizes “Day of Action” events to protest outside TIAA-CREF offices during shareholder meetings.
**SodaStream Campaign:** JVP chapters across the country have urged their supporters to boycott SodaStream because one of the company’s four manufacturing plants is in the West Bank (although the plant employs hundreds of Palestinian workers). This effort has since been taken over by an interfaith coalition of anti-Israel groups. In Boston and Chicago, local JVP chapters held “anti-occupation holiday caroling” rallies in December 2012 outside of Macy’s because the department store carries SodaStream products.

**The Presbyterian Church:** At the June 2012 Presbyterian General Assembly in Pittsburgh, Pennsylvania, JVP lobbied for a resolution calling on the church to divest from three companies that allegedly profit from the Israeli occupation (Caterpillar, Motorola, and Hewlett-Packard). JVP sent a delegation of activists to the conference to testify on the floor in favor of divestment, live-tweet the debate, and circulate a petition that called on the church to support divestment. The resolution narrowly failed by a vote of 333-331 with two abstentions, but JVP praised the “strong show of opposition to the Israeli Occupation.” A second resolution calling for a boycott of goods produced in Israeli settlements passed.

**TESC Divest!** In 2010, JVP’s Olympia, Washington, chapter helped create TESC Divest!, a student-led group on The Evergreen State College (TESC) campus that focused on pursuing campus divestment from Israel. Following the creation of TESC Divest!, which was co-organized with the campus chapter of Students for Justice in Palestine, the student body passed two referenda urging the university to divest from companies that allegedly profit from the occupation and prohibited the use of equipment made by Caterpillar on
campus. Caterpillar was targeted because a pro-Palestinian activist from Olympia was killed by a Caterpillar-made bulldozer while protesting Israeli policy in the Palestinian territories in 2003.

**YOUTH AND CAMPUS EFFORTS**

JVP is dedicated to reaching out to the next generation of activists and building support for their initiatives among youth and college-aged students.

JVP’s youth outreach includes significant work on college campuses, especially campuses in Northern California where JVP has a strong base of support. At the University of California, Berkeley, for example, JVP activists helped lobby in favor of a campus divestment resolution in 2010 and again in 2013, organizing an online petition to gain signatures from UC alumni, faculty, students, and staff. Then, when the resolution passed, the group placed an ad in the campus newspaper that urged Berkeley's Senate President to not veto the resolution. The ad compared Israeli policy to Jim Crow Law in the South in the late 19th and first half of the 20th centuries.

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*A JVP-sponsored ad in the UC Berkeley newspaper*
JVP has also supported BDS events and anti-Israel conferences taking place on college campuses across the country. In February 2012, JVP issued a public statement in support of the BDS Conference at the University of Pennsylvania. JVP’s Executive Director Rebecca Vilkomerson addressed the conference, giving a talk about “BDS, Hillel, anti-Semitism, and the Jewish community.” JVP’s Director of Advocacy, Sydney Levy, has led pro-BDS teach-ins on college campuses in Chicago, including events in October 2012 at the University of Chicago and at the University of Illinois at Chicago (flyer at right).

Also in October 2012, a then newly-formed JVP chapter at American University and Students for Justice in Palestine co-sponsored a planned Skype presentation by Khader Adnan, a resident of the West Bank. Adnan has been widely described in the media and by Palestinian NGOs as a “spokesperson,” “leader” or “member” of Palestinian Islamic Jihad, a U.S. designated Foreign Terrorist Organization. The event was ultimately canceled because of Hurricane Sandy.

JVP has established four campus chapters – at American University, Tufts University, Brandeis University and the University of Arizona – that have gone on to become leaders in the anti-Israel activity on their college campuses. The chapter at the University of Arizona, for example, helped construct a mock wall on campus in 2011 as a symbol of “our collective will to end global apartheid,” according to a guest column published in the campus newspaper. JVP’s Brandeis University chapter, along with Students for Justice in Palestine, sponsored an “Israeli Occupation Awareness Week” in 2010. The event featured presentations by Noam Chomsky, a linguistics professor at MIT who accused Israel of “ethnic cleansing” and described Israeli policy as “apartheid;” Dianna Buttu, a former lawyer for the PLO who rejected the possibility of peace between Israelis and Palestinians and called for BDS against Israel; and a music performance by the Palestinian rap group DAM whose lyrics employ imagery that glorifies violence against Israel.

JVP also engages youth beyond the campus arena. In 2010 the group started a campaign called “Young, Jewish, and Proud” that is designed to attract “young Jews committed to justice in Israel and Palestine” who reflect on their Jewish traditions and history with a commitment to “stand in the way of colonization and displacement.” Activists associated with Young, Jewish and Proud, known by its acronym “YJP,” have participated in a range of JVP-supported activities, including disruption of pro-Israel events. YJP also started an initiative called “Go & Learn” which helps Jewish communities learn more about the BDS movement. The initiative is further detailed in a later section of this report called “Exploitation of Jewish Tradition.”

**ANTI-ISRAEL RALLIES AND DEMONSTRATIONS**

JVP is one of the main sponsors of anti-Israel demonstrations that are organized in response to Israeli military actions in the Palestinian territories and/or to commemorate significant moments in the history of the Israeli-Palestinian conflict, like Israel’s Declaration of Independence and the ensuing 1948 Arab-Israeli
War. Many of these events feature more extreme anti-Israel sentiments, including expressions of support for terrorist groups that target Israeli civilians and anti-Semitic accusations about Israel’s supporters.

During Operation Pillar of Defense in November 2012, a weeklong military action waged by Israel to minimize the threat from Hamas rocket attacks in Gaza, JVP organized protests across the country against Israel. These protests were held under the name “Stop the Bombs. Stop the Siege. Stop Payment” and demanded that President Obama exert pressure on Israel by placing conditions on, or ending, U.S. aid to Israel.

JVP also co-sponsored or endorsed rallies organized by a variety of other anti-Israel groups. At a rally in Chicago co-sponsored by the local chapter of JVP, several hundred protesters held signs comparing the situation in Gaza to the Holocaust. Signs read, “Gaza is the Real Holocaust,” “Condemn Gaza Genocide,” and “Stop Israel’s Slaughter in Gaza.” One person also held a sign that showed the Star of David juxtaposed with a swastika and an “equal sign” between the two symbols.

As part of its mission to demonstrate that the Jewish community doesn’t uniformly support Israel, JVP regularly engages in protests of pro-Israel events. These protests often target major gatherings organized by groups like AIPAC and the Friends of the Israeli Defense Forces (FIDF), a non-profit organization that helps care for Israeli soldiers.

In 2013, JVP co-sponsored 100 ads that were placed in various Metro stations throughout Washington, D.C. that read, “AIPAC does not speak for me. Most Jewish Americans are pro-peace. AIPAC is not.” The ads, a sample of which is shown at right, were displayed for two weeks leading up to AIPAC’s annual policy conference. Members of JVP also joined with CODEPINK for a program called “Expose AIPAC,” which included protests outside the AIPAC conference and a one-day conference organized by CODEPINK that featured presentations by leaders from the anti-Israel movement, including Rebecca Vilkomerson of JVP.

At a similar counter-event in 2012, Liza Behrendt, a member of JVP’s Young Jewish and Proud group, disrupted a breakout session at the AIPAC conference about Israel advocacy on campus. Behrendt began chanting pro-BDS slogans and eventually climbed on the stage, shouting, “Young Jews are being silenced on campus!” until she was removed from the room. She then organized a protest outside the event and led fellow protesters in chants of “When Palestinians are oppressed, boycott, sanction, and divest!”
These tactics tend to garner the most media attention when they are directed at prominent Israeli diplomats and leaders. In May 2011, Rae Abileah, a national organizer for CODEPINK and founding member of “Young, Jewish and Proud,” disrupted an address by Israeli Prime Minister Benjamin Netanyahu to a joint session of Congress. Abilieah, who was seated in the audience, unfurled a banner that read, “Occupying Land Is Indefensible” and shouted, “No more occupation, stop Israel war crimes, equal rights for Palestinians.” She was arrested and charged with disorderly conduct. Many media outlets reported on her disruption and subsequent arrest, a meaningful victory for JVP.

JVP’s campus chapters have also protested pro-Israel events on their campuses. In November 2012, members of the JVP chapter at American University disrupted a presentation by an Israel Defense Forces (IDF) reservist. As the presentation was taking place, approximately 50 students stood up in the room and held signs with various slogans, including “AU condemns war crimes.” After their walkout, the students held a protest outside of the location of the event.

EXPLOITATION OF JEWISH TRADITION

In its written materials, events and presentations, JVP takes care to reinforce the notion that its anti-Israel efforts are driven specifically by Jewish values. In this vein, JVP often circulates anti-Israel materials that have specific Jewish themes and recall Jewish holidays or traditions.

By injecting Jewish values into their anti-Israel agenda, JVP seeks to accomplish two main objectives:

- To defend the activities of the anti-Israel movement from allegations of anti-Semitism because JVP's mere existence demonstrates that there are Jews who oppose Israel;
- To make other Jews feel more comfortable about exploring and embracing anti-Israel positions by couching them as driven by Jewish values.

JVP even created a “Rabbinical Council” that promotes various anti-Israel initiatives under the guise of “Jewish thought.” The Council was set up to “create alternative Jewish liturgies for JVP, and speak out on behalf of justice for all peoples in the Middle East.” The Council also runs a blog called “The Palestinian Talmud” that features anti-Israel articles from rabbis that are members of the group. This gives JVP an added perception of legitimacy and establishes it as not just a culturally Jewish organization but a religiously Jewish one as well.

Articles on the Council’s blog describe Palestinian victims of the “Nakba” as now living “in the world’s largest open air prison [Gaza],” call for “US citizens to urge their representatives to end unconditional military aid to Israel” and voice support for Christian denominations, specifically the Presbyterian Church, to pass divestment resolutions targeting Israel.

In July 2013, a JVP Rabbinical Council member wrote a blog post in advance of Tisha B’Av, a Jewish fast that marks the anniversary of the destruction of both Temples in Jerusalem and the Jewish people’s exile from the land of Israel. The author of the post called into question the necessity of a Jewish state and acknowledged that she would instead observe the fast by reading stories and poems about “Palestinians
who've been dispossessed and expelled from their land.” At the same time, JVP activists across the country participated in anti-Israel protests on Tisha B'Av calling on TIAA-CREF (which held a shareholders meeting that day) to divest from companies that work with Israel.

The Council also reaches out to other faith institutions in an attempt to frame their anti-Israel agenda as a spiritual or religious issue. The Council, for example, recently wrote a letter to participants of the National Religious Broadcasters Convention urging the attendees of the conference to learn about the situation for Palestinian Christians living in Israel and the West Bank by visiting Israel and “witnessing the work of Christians at the forefront of unarmed struggle to obtain human rights.”

Shortly before the Passover holiday in 2012, JVP's Rabbinical Council released a Haggadah, the Jewish text that is used at the Passover Seder, which incorporated anti-Israel themes into the traditional holiday celebration. The Haggadah dedicated the third cup of wine to BDS, included a rendition of the song “Dayenu” that featured lyrics about the Deir Yassin massacre and featured a section on “The Ten Plagues of the Israeli Occupation.”

An olive is added as “an invitation to Jewish communities to become allies to Palestinian liberation struggles.”

Since it is customary for Jews to learn Torah on Shavuot, the holiday that commemorates the receiving of the Torah on Mount Sinai, JVP's New York chapter organized a program called “Go and Learn: Jewish Community and Boycott, Divestment, and Sanctions” around the holiday in 2012. The goal of the event was
“to spend the holiday of Shavuot eating blintzes, learning about the Palestinian-led Boycott, Divestment and Sanctions (BDS) movement and wrestling together with the implications of BDS for the Jewish community.”

In 2011, around a dozen communities hosted “Go & Learn” sessions in synagogues, homes, and community centers. In May 2012 though, the 14th Street Y in New York City canceled one of the “Go & Learn” sessions shortly before the event, which led members of YJP to claim they were being “silenced” by others in the local Jewish community.

The website for “Go & Learn” quotes Hillel the Elder, a Tannaitic sage, underscoring JVP’s effort to advance their agenda within a Jewish context.

**LEADERSHIP**

The following are brief biographies of some of the major leaders of Jewish Voice for Peace:

**Rebecca Vilkomerson** is the Executive Director of Jewish Voice for Peace. Vilkomerson is the public face of JVP and regularly speaks on the organization’s behalf on college campuses across the country, as well at major anti-Israel conferences like the 2013 Occupy AIPAC conference and the 2012 BDS conference at the University of Pennsylvania. Vilkomerson has also been invited to address mainstream audiences such as the 2011 J Street conference and at synagogue and other Jewish community events.

**Rae Abileah** is a founding member of “Young, Jewish, and Proud,” Jewish Voice for Peace’s youth movement. Abileah is also the co-director of CODEPINK, a women’s antiwar organization that focuses heavily on anti-Israel initiatives. Abileah has garnered media attention for staging disruptive protests of pro-Israel events and speakers. In 2011, she was arrested for standing up and heckling Benjamin Netanyahu’s speech to a joint session of the U.S. Congress. Despite her affiliation with JVP, Abileah supports a complete boycott campaign against Israel, recently tweeting a link to an article advocating for full BDS on her Twitter page and urging her followers to “DO THIS 4 PALESTINE.”

**Rabbi Brant Rosen** is the co-founder and chair of Jewish Voice for Peace’s Rabbinical Council. Rosen maintains a blog where he writes about issues related to the Israeli-Palestinian conflict and his writings have also appeared on the anti-Israel blog Mondoweiss. He regularly delivers presentations at anti-Israel gatherings, including the March 2012 “One State Solution” conference at Harvard University and Israeli Apartheid Week programs on campus. Rosen, the leader of a Reconstructionist congregation in Evanston, is the author of a new book called *Wrestling in the Daylight: A Rabbi’s Path to Palestinian Solidarity*.

**Sydney Levy** is JVP’s Director of Advocacy. Levy, who formerly served as JVP’s Director of Campaigns, has been involved with JVP for over 15 years and has spoken at many anti-Israel conferences organized by the US Campaign to End the Israeli Occupation and Friends of Sabeel – North America. He has supported and helped organize student-led divestment initiatives on campus, including writing a 2010 letter on behalf of JVP to the Berkeley Student Senate that described a divestment resolution there as an “inspiration.”

**Liza Behrendt** is a member of Young, Jewish and Proud and was involved with the JVP chapter at Brandeis University while a student there several years ago. Behrendt regularly engages in disruptions of pro-Israel
events. At the 2012 AIPAC conference in Washington, D.C., she disrupted a breakout session about Israel advocacy on campus, chanting pro-BDS slogans and shouting, “Young Jews are being silenced on campus!” until she was removed from the room. In April 2011, Behrendt was involved in a protest of a panel discussion featuring several Israeli Knesset members at Brandeis. She repeatedly heckled Avi Dichter, one of the Israeli MKs, shouting “war criminal” and chanting in Hebrew, “Avi, Avi, don’t worry, we will meet you at The Hague.” In an interview following the event, Behrendt claimed that Dichter, who was previously head of Israel’s Shin Bet, should be put on trial for “crimes against humanity.” She has also protested events hosted by Birthright-Israel, which provides free trips to Israel for Jews, and has tried to paint Birthright as part of the “1%” because it “glorifies capitalist gain.”

**Rabbi Lynn Gottlieb** is an Advisory Board and Rabbinical Council member of JVP as well as a founder of the Shomer Shalom Network for Jewish Nonviolence. In September 2008, Gottlieb participated in an interfaith meal with Iran’s outgoing president, Mahmoud Ahmadinejad in New York, a meeting which was condemned by ADL for tacitly legitimizing Iran’s leader, who has called for Israel’s destruction. Gottlieb has appeared at conferences organized by anti-Israel groups such as Friends of Sabeel – North America, US Campaign to End the Israeli Occupation and CODEPINK. After participating in a “Gaza Freedom March” from Egypt to Gaza in 2009, Gottlieb wrote an article justifying Palestinian violence against Israeli civilians as “just cause” against the Israeli occupation but acknowledged that she herself is committed to nonviolence. She also accused Israel of “brutality,” “torture” and of committing a “massacre” of the Palestinian people, advocating for BDS as the only “viable” and effective way to end the occupation.