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Bay Area Jewish Community Condemns Deceptive Apartheid Ads

Statement from the Jewish Community Relations Council, the Anti-Defamation League, and the American Jewish Committee

San Francisco – Today, another misleading advertisement appeared in San Francisco targeting one segment of our community in an attempt to sow division in our city. The Bay Area’s organized Jewish community strongly condemns the ad’s deceitful claim that Israel is an apartheid state. Placed by American Muslims for Palestine (AMP), the ad is morally reprehensible as it employs inflammatory rhetoric designed to delegitimize Israel’s very existence.

The ad’s false claims diminish the suffering of the millions of people who were truly subjected to apartheid. The term “apartheid” describes the systematic oppression of the racial majority population by South Africa’s minority through comprehensive racial discrimination. In sharp contrast to Apartheid South Africa, Israel is a diverse democratic country that affords equal political and civil rights to all its citizens.

We hope for a just and lasting peace between Israelis and Palestinians and an end to the suffering on both sides. In stark contrast, AMP’s apartheid rhetoric is profoundly misleading, and harms good faith efforts toward a peaceful resolution based on two states for two people. Locally, the campaign promotes polarization and division among San Franciscans, who pride themselves on fostering strong inter-ethnic and inter-religious relations. (For a detailed report outlining AMP’s established record of using false, biased and offensively anti-Israel materials please visit <http://www.adl.org/israel-international/anti-israel-activity/profile-american-muslims-for.html>)

The Jewish Community has long stated our concern that the repeated appearance of offensive anti-Israel and anti-Muslim ads is making our public transit system a battleground for the Israeli-Palestinian conflict. While protected by the First Amendment, extremist language directed at any group has no place in our city. We call upon all civic, ethnic and religious leaders who oppose bigoted lies and demonization to exercise their constitutional rights by condemning these inflammatory advertisements.

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The Jewish Community Relations Council (JCRC) is the central public affairs and community arm of the organized Jewish community. Representing synagogues and Jewish institutions throughout the Bay Area, JCRC promotes a just society and secure Jewish future.

The Anti-Defamation League, founded in 1913, is the world’s leading organization fighting anti-Semitism through programs and services that counteract hatred, prejudice and bigotry.

For more than 100 years, American Jewish Committee (AJC) has sought to advance the peace and security of the Jewish people around the world. Through high-level diplomacy, strong legislative advocacy, and effective interreligious and interethnic coalitions, AJC has made a significant impact on issues critical to the Jewish people.