The Jewish Community Relations Council is your behind-the-scenes resource for consultative services on complex community issues.
Crisis and Communications Strategy

Crises never come at a good time and it is crucial that you and your institution be equipped to handle situations with competence and sensitivity. We are available 24/7 to help you prepare and manage crisis communications, and form a well-crafted, long-term communications strategy. Unlike a traditional PR firm, we are always plugged into the Jewish community and its needs, and can hit the ground running with messages that resonate.

“Camp Tawonga considers JCRC an indispensable partner in the vast and complex arena of public information, media relations and crisis communications. We are so blessed to have this amazing resource in our Jewish community.”

Ken Kramarz, Executive Director, Camp Tawonga

Community Relations Expertise

In the Bay Area, we are blessed with many diverse opinions, driven by a unique activist spirit. JCRC will help you resolve potential controversy before it escalates, discreetly navigating community sensitivities with a nuanced, broad-tent approach without compromising your institution’s reputation.

“JCRC has been enormously helpful to me as the Hillel Director at Stanford. Behind the scenes, whenever sensitive Israel issues arise, the JCRC has been immediately available to advise me, providing invaluable advocacy coaching.”

Rabbi Serena Eisenberg, Executive Director, Stanford University Hillel
For 70 years, Jewish institutions of all kinds have turned to the JCRC for consultation on sensitive community relations issues. JCRC provides timely and expert advice with discretion, sensitivity and a deep understanding of our community’s needs and concerns, resolving challenges while preserving and maintaining crucial community and stakeholder relationships.

The JCRC has spent decades building relationships with other communities and fostering strong partnerships on issues of shared concern. Let us assist you in building and sustaining coalitions to promote the values that matter to our community and your institution.

“JCRC proved decisive at a critical stage of our protracted land use battle with the town of Tiburon amidst a coterie of naysaying neighbors. They led the coalescence of a range of non-Jewish voices in solidarity with our synagogue which had a demonstrable impact in reshaping the tenor of the debate and in rendering a favorable vote by the Planning Commission.”

Howard Zack, Co Chair, Congregation Kol Shofar
New Building Committee

Elected officials know that JCRC has its finger on the pulse of Jewish community political concerns. We are here to advise and consult on the varied and nuanced attitudes of Jewish constituents on topical issues in the Bay Area.

“The JCRC has invaluable insight into the Jewish community and the diverse opinions of its members. I know that when a sensitive issue arises, I can count on the JCRC to provide discreet, discerning and accurate advice that is in-sync with Jewish community attitudes and positions.”

Supervisor Scott Wiener, San Francisco Board of Supervisors, District 8
SECURITY CONSULTATION

Twenty-first century security concerns require a modern, multidimensional approach, and JCRC is up for the task. JCRC will provide your institution with a security and life safety assessment, trainings and drills on preventing security breaches and responding to natural disasters and certified CPR and life-saving skills classes to maximize safety for your staff, clients and members. We will outline no-cost or low-cost solutions to your security vulnerabilities and recommend vendors to provide necessary equipment and additional assistance should you need it.

“We are so thankful for JCRC’s outstanding presentation at our Security Seminar. The JCRC’s outline of how organizations can create a more secure environment was excellent, providing user-friendly ways to heighten awareness as well as to think proactively. Thank you JCRC for always being there for our community”

Jewish Community Federation of the Greater East Bay

CONSENSUS BUILDING TOOLS

Two Jews: Three opinions. The JCRC values discussion and debate, while ensuring civil and constructive discourse. We provide coaching in consensus building to reach common ground that will benefit both your organization as well as the community at large.

“We are so thankful for JCRC’s outstanding presentation at our Security Seminar. The JCRC’s outline of how organizations can create a more secure environment was excellent, providing user-friendly ways to heighten awareness as well as to think proactively. Thank you JCRC for always being there for our community”

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“If you are interested in supporting or receiving JCRC’s complimentary comprehensive consultative services, please contact JCRC at info@jcrc.org or 415-957-1551

JCRC is a beneficiary agency of the Jewish Community Federation.