



**SHINE  
A LIGHT**  
on Antisemitism

# SHINE A LIGHT EXECUTIVE SUMMARY '22

March 2023

**SHINE A LIGHT** draws inspiration from Chanukah, the Festival of Lights, to champion the message that light can dispel darkness and hate.

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## YEAR ONE OF SHINE A LIGHT

Launched during Chanukah 2021, Shine A Light is a convening platform for organizations, companies, communities, elected officials and individuals to unite in shining a light on antisemitism in all its modern forms through education, community partnerships, workplace engagement, and policy advocacy.

Shine A Light draws inspiration from Chanukah, the Festival of Lights, to champion the message that light can dispel darkness and hate. It comprises an unprecedented coalition of North American Jewish and non-Jewish organizations committed to effectuating societal change through education and a shared sense of communal allyship.

In 2021, Shine A Light was honored by the prestigious Shorty Awards as one of years most groundbreaking campaigns and was awarded top honors in the Social Activism category, and bronze distinction in Multicultural Community Engagement - winning over entrants such as AT&T, Target and PepsiCo. The Shorty Awards is an international awards competition honoring brands, agencies & organizations producing great content across digital and social.



▶ ● 2021

● 2022

● 2021

## YEAR TWO OF SHINE A LIGHT

The second year of the initiative focused on expanding to new communities across faiths, platforms and geographies. This approach was grounded in demographic research and message testing, both of which provided the foundation for the strategy and content created for Shine A Light 2022.

▶ ● 2022

The coalition expanded to include over 100 partner organizations. Allyship with Black communities deepened through partnerships with the African American Mayors Association and media outlets like Word in Black. The number of corporations that committed to addressing antisemitism in the workplace grew from 57 to more than 280, an increase of almost 400%.

Hundreds of school systems across the US engaged with Shine A Light curricula. Elected officials at all levels of government released public statements condemning antisemitism. The media community rallied their their full support with pro bono, primetime placement of the 30-second PSA which aired NBCUniversal/Comcast, Warner Bros. Discovery, Paramount and iHeart Media.

● 2023



SHINE  
A LIGHT



● 2021

## YEAR TWO OF SHINE A LIGHT

Shine A Light 2022 expanded in two key areas to reach new communities through meaningful, tailored engagement: gaming and pilot cities. Shine A Light partnered with Gold Standard Gaming, a leading gaming and esports agency, to launch Shine A Light on Gaming.

▶ ● 2022

Shine A Light also launched a 3-city pilot program. In each location, area leaders created city-wide Shine A Light programming tailored to their communities.

The widespread engagement and impact of Shine A Light 2022 reflected the importance of providing a platform to amplify the valuable work of the partner organizations as well as the fundamental and timely message that, in the words of Rabbi Lord Sacks z”l, “a little light drives out much darkness.”

● 2023



# ILLUMINATING ANTISEMITISM VIA 5 KEY PILLARS

## WORKPLACE/ DEI

Outside of formal education, the workplace represents the largest opportunity to reach an impressionable population

With the rise of diversity, equity and inclusion as a central value for places of work, it is imperative that antisemitism have a seat at the DEI table

## EDUCATION

Antisemitism education was not widely offered in the public, private or independent educational systems

There was no central repository or comprehensive library of educational assets about antisemitism

## PARTNERSHIPS

Create a unifying initiative to bring disparate communities together

Support local initiatives through micro grants to help raise awareness in ways that are relevant at a local level

## POLICY

Engage state and municipal leaders to make formal statements defining and denouncing antisemitism

## MEDIA

Raise Awareness

# **WORKPLACE & DEI**

# WORKPLACE & DEI



The Workplace pillar was led by **ADL**, the **Louis D. Brandeis Center for Human Rights Under Law**, and **Project Shema** with the support of **UJA-Federation of New York**.

Corporations were asked to join Shine A Light by making public statements of support through social media or press releases, committing to including antisemitism awareness in DEI or other staff training, supporting Jewish Employee Resource Groups (ERGs), and ensuring internal policies safeguard against antisemitism in the workplace.

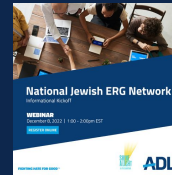
## THINK TANK

The workplace pillar convened a focus group of leading DEI professionals from Hyatt, Lippe Taylor, Meta, and Netflix to gain insight into the challenges of addressing antisemitism in the workplace and how Shine A Light can support those efforts and address gaps in resources.



## ERG NETWORK

The launch of the first national Jewish ERG Network hosted by ADL was attended by 150 employees representing 62 workplaces.



## DEI CONFERENCE



Shine A Light hosted the only panel on antisemitism at The Conference Board's national DEI conference in December

YEAR 1	YEAR 2	GROWTH
57 BUSINESSES	280+ BUSINESSES	+390%

700+

Businesses received Shine A Light outreach materials

280+

Companies participated in Shine A Light including Google, Unilever, Zoom, and all major sports leagues

100+

Conversations are ongoing with corporations on Shine A Light engagement

350+

Employees participated in 6 webinars hosted jointly by workplace pillar leads

# WORKPLACE & DEI



**NFL** We're honored return as a partner of the shine a light coalition and bring vital awareness to the dangers of antisemitism. There is no place for antisemitism or hate of any kind in football, sports, or society, and we each must play a role to end it. We stand in solidarity with our Jewish fans, employees and the Jewish community around the world, not only this Chanukah, but always.

- Commissioner Roger Goodell



**nbacares** This holiday season, join the **@nba** in **shining a light** on antisemitism to stand in solidarity with Jewish people and against hate of all forms.



**NHL** The surge in anti-Semitic words and deeds is only the latest spasm of hatred toward the Jewish people. The National Hockey League family joins the UJA in shining a light on the abhorrent, centuries-long scourge of anti-Semitism – particularly with the approaching Jewish holiday of Hanukkah, the Festival of Lights, and every day throughout the year.

- Commissioner Gary Bettman



**MLB** joins the Shine a Light initiative to #ShineALight on antisemitism and all forms of hate. **@ShineALight\_On**



## SPORTS COMMUNITY

All major American sports leagues participated: MLB, MLS, NBA, NFL, and NHL. The NFL and NHL commissioners released statements supporting Shine A Light.

The NBA and NFL participated at the corporate level with public messages as well as substantive internal work. They also shared materials with all teams in their leagues and encouraged them to join.

30 professional sports teams publicly participated in Shine A Light.



# WORKPLACE & DEI



In response to gaps identified by the Think Tank, a library of **12 new workplace resources** was created and added to the Shine A Light website.



A first-of-its-kind DEI training video on antisemitism was produced by **Cornerstone OnDemand** in partnership with **Project Shema**.

This resource has been used hundreds of times by employees in the US, Europe, and South America. **More than half of viewers watched over 70% of the 14-minute video.**



In response to learnings from Shine A Light 2021, **ADL** created an on-demand interactive course on antisemitism in the workplace that is available free of charge.

**103 employees from 54 companies** have taken this course since it launched in December.

# EDUCATION

# EDUCATION



The Education Pillar was led by **ADL, Facing History and Ourselves, Jewish Community Relations Council of New York (JCRC)** in partnership with the **Institute of Curriculum Services (ICS), The Jewish Education Project (JEP), Prizmah,** and **USC Shoah Foundation.** The education pillar work centered around creating new curricula, generating opportunities for educators and students to engage via webinars, and expanding into as many school districts as possible.

**9M**

Views on YouTube on 3 multi-use videos commissioned by Shine A Light

**8.6K**

Students in 238 schools participated in ADL's BINAH program

**5.3K**

Views of the 3 commissioned lesson plans created by Facing History

**2K**

Educators across the country viewed the 7 webinars created by ADL, Facing History, JEP, and USC Shoah

**108**

Educators enrolled in the ADL/Echoes and Reflections course Teaching about Contemporary Antisemitism

**87**

New resources for learners of all ages added to the website resource library

**66**

Educators attended 2 professional development courses in NY hosted by JCRC/ICS.

**5**

New lesson plans created by The Jewish Education Project

YEAR 1

YEAR 2

GROWTH

**124**

RESOURCES

**211**

RESOURCES

**+70%**

## OUTREACH

The pillar leadership organizations co-created a guide for educators, schools, and school districts which was shared with more than **300K educators nationwide** and included: the **NYC Department of Education**, the largest school system in the US; the **Los Angeles Unified School District**, the second largest school district in the US; the **National Association for Media Literacy Education**; and the **United Federation of Teachers**, the second largest teachers union in the US.

## CERTIFICATION

Shine A Light and the **USC Shoah Foundation** partnered with **UNESCO, OSCE/ODIHR**, the **American Federation of Teachers (AFT)**, and **AJC** to offer a 5-part course for educators to obtain certification as a Shine a Light Educator Countering Antisemitism.



# **PARTNERSHIPS**

# PARTNERSHIPS



The Partnerships pillar was led by **A Wider Bridge**, the **Muslim Jewish Advisory Council (MJAC)**, the **National Black Empowerment Council (NBEC)**, and **Philos Project** and focused on three areas: expanding the coalition of partner organizations, deepening relationships within the Black community and interfaith communities.

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## INTERFAITH PARTNERSHIPS

Sermon templates for Christian, Jewish, and Muslim clergy leaders were developed in both English and Spanish to encourage congregations of all faiths to address antisemitism and hate.

These templates were distributed to over **12K community and religious leaders**.

Central Synagogue in NY, led by Rabbi Angela Buchdahl, hosted Duke University Imam Abdullah Antepli who gave the sermon in the synagogue. He was joined by 4 other Muslim leaders from the NY area as well as Imam Omer Bajwa from Yale and several Christian colleagues.

### American Muslim and Multifaith Women's Empowerment Council (AMMWEC)

hosted Shine A Light gatherings in various cities in the US and Pakistan, bringing together people from different faith backgrounds who share values on religious freedom and combating antisemitism.

YEAR 1	YEAR 2	GROWTH
66 ORGANIZATIONS	100+ ORGANIZATIONS	+50%

## GENERAL PARTNERSHIPS

The Shine A Light coalition expanded to **over 100 partners** this year reaching thousands of people across all age groups and throughout the country by hosting community programs, developing and sharing materials, and amplifying messaging on social media.

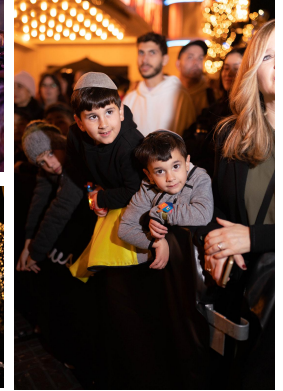
Shine A Light materials and content were translated into Spanish in partnership with **Fuente Latina**.

The **Columbus Heritage Coalition**, a leading organization in the Italian-American community, sent out an email to their **20K members** spotlighting antisemitism and calling for support of the Jewish community.

# PARTNERSHIPS: MICROGRANTS

The Shine A Light microgrants committee, comprised of representatives from **CUFI**, **JFNA**, and **Shine A Light donor foundations**, awarded microgrants to local communities looking to engage with antisemitism education and awareness in December.

**54 microgrants** were awarded to facilitate events tailored to local communities, hosted by **Community Relations Councils (CRCs), Federations, Hillels, Jewish Community Centers (JCCs)** and other Jewish and non-Jewish organizations across the nation. Each microgrant recipient was required to partner with at least one external organization to create new relationships to bolster the long-term strength of the community.



## EVENTS HIGHLIGHTS

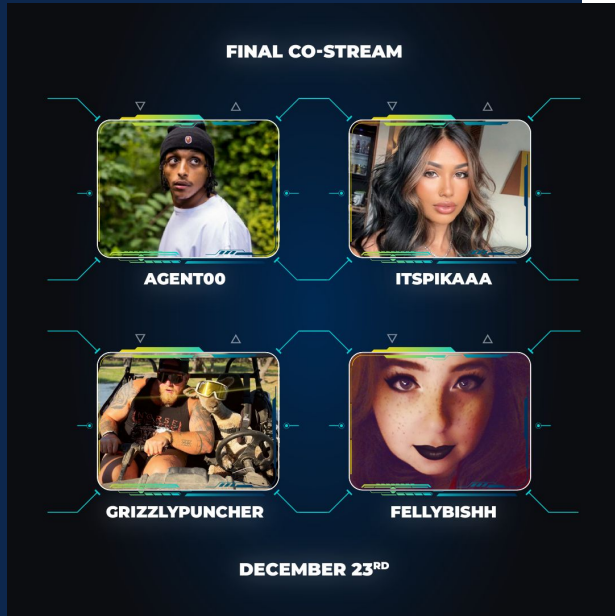
**Over 120 events** were organized across North America including menorah lightings, interfaith gatherings, college campus events, film screenings, and concerts.

High profile events attended by over 10K people were held in **Los Angeles, New York City, and Washington, DC** featuring speeches on Shine A Light messaging from elected officials and performances by Nissim Black and Montana Tucker, among others.



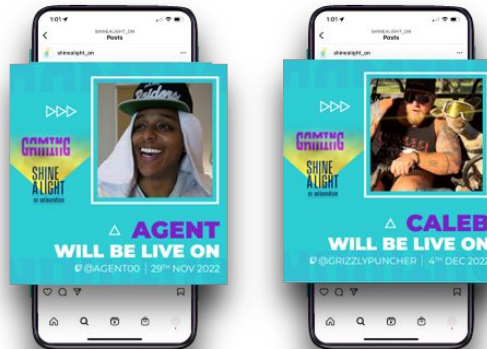
YEAR 1	YEAR 2	GROWTH
90 ACTIVATIONS	120+ ACTIVATIONS	+33%

# PARTNERSHIPS: GAMING



## SHINE A LIGHT ON GAMING

- Omnichannel campaign to bring antisemitism into the gaming conversation
- 4 Multi-genre influencers who talked about antisemitism during their livestreams
- Industry partnerships
- Final co-stream during Chanukah with all 4 influencers talking about antisemitism while playing Call of Duty



**413K** Impressions from 8 social posts on Instagram and Twitter

**422K** Twitch viewers across 9 influencer streams



**15K** Social media engagements on Instagram and Twitter (likes and reposts)

**16K** Engaged users in Twitch chat (active users responding to campaign talking points)

# PARTNERSHIPS: BLACK COMMUNITY

Shine A Light cultivated partnerships with the **National Black Empowerment Council**, the **African American Mayors Association**, **Amsterdam News**, **Word in Black**, and **Gold Standard Gaming** to build allyship through an expanded understanding of intersectionality as a shared experience of hatred.



The **President of the African American Mayors Association** and Mayor of Little Rock, AK, Frank Scott, Jr. spoke at the NYC Times Square Event.



## Word In Black

■ Social Justice

### Watch: 8 Ways to Spot Antisemitism

*Shine A Light is bringing together all types of organizations to teach the public about what modern forms of antisemitism look*

**Word In Black**, a national newsroom powered by a collaboration of the nation's leading Black publishers, published an article about Shine A Light written by the editor. Shine A Light also presented at a virtual town hall meeting for all Word in Black members.

## Amsterdam News

### Black Jewish creatives focus on celebrating their narratives and building community

By Yussara Griffin  
December 22, 2022



**Amsterdam News**, America's most influential and oldest continuously published Black newspaper, received a microgrant to publish 4 articles on the confluence of tolerance, cooperation and hatred. They also ran 2 full-page ads supporting Shine A Light in the 2 weeks leading up to Chanukah.

**Gold Standard Gaming**, a Black-owned gaming and esports agency led the Shine A Light on Gaming initiative.



The **National Black Empowerment Council** helped to lead both the Partnerships and Policy pillars.

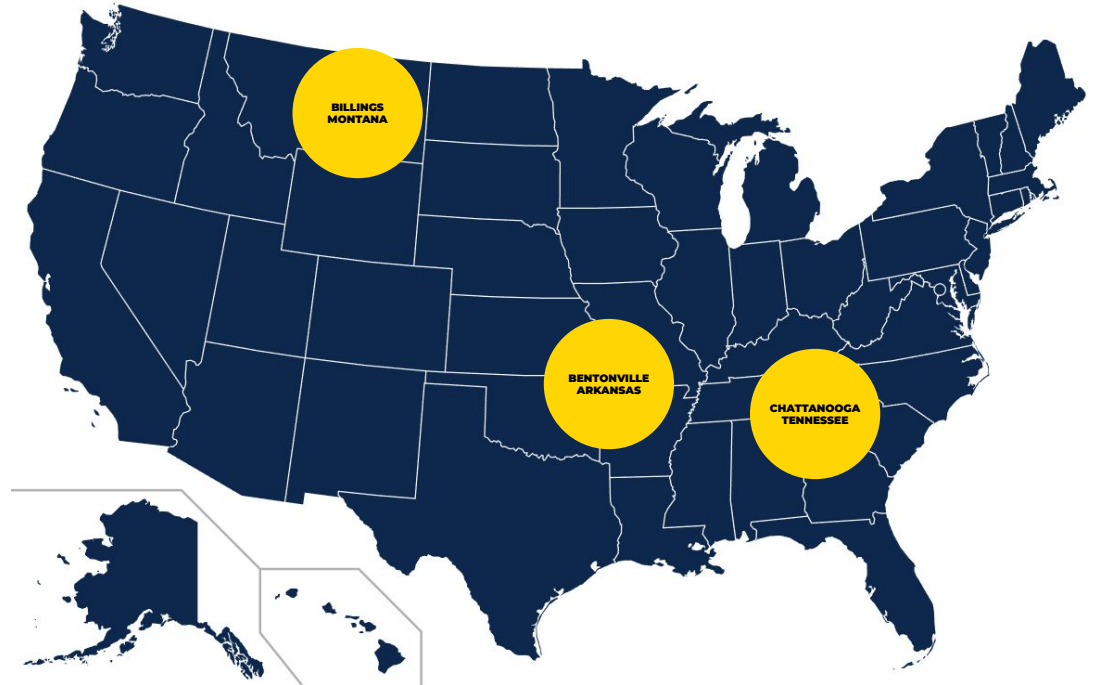
NATIONAL BLACK  
EMPOWERMENT  
COUNCIL

# PARTNERSHIPS: PILOT CITIES

## PILOT PROGRAMS

Shine A Light innovated pilot programs in 3 cities which were designed to create community-wide engagement specifically tailored to each community: Bentonville, AR, Billings, MT, Chattanooga, TN.

Each of the cities have a unique history and demographic makeup and were identified as communities whose participation would serve as a scalable model.





# PARTNERSHIPS: PILOT CITIES

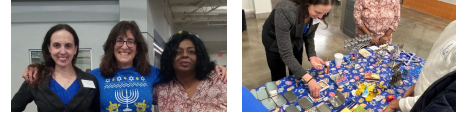


## BENTONVILLE, ARKANSAS

With support from the **Walton Family Foundation**, **EngageNWA** created a series of community programs on antisemitism.

The city hosted a **multi-faith Celebrate Light event** centered on the motif of light across different religions and spiritual practices.

A speaker series and other gatherings were held to discuss antisemitism, the recent **Holocaust education bill** passed in Arkansas, and how to participate in building meaningful and positive change.



## CHATTANOOGA, TENNESSEE

With the support of the Mayor, Chattanooga created an annual **Antisemitism Awareness Day** to take place on the first Sunday of every Chanukah, with support of a Shine A Light microgrant.

**33 clergy and members of the Interfaith Council** attended.

**10K postcards** on antisemitism awareness were distributed to the non-Jewish community outlining ways to join the community-wide efforts around antisemitism.

Media coverage of Chattanooga's Shine A Light programming garnered **1.5M impressions**.

# PARTNERSHIPS: PILOT CITIES

## BILLINGS, MONTANA

In partnership with the **Mayor** and **Chamber of Commerce**, the **Billings Gazette** printed an 8-page insert on Shine A Light which included a re-print of the full-page menorah that was published originally in 1993 in response to the antisemitic incident that took place during Chanukah that year.

The Billings Gazette hosted a menorah lighting featuring the Mayor, speeches from interfaith leaders, the President of the Chamber of Commerce, the President of the Billings Gazette, and other community leaders.

Shine A Light created a video illustrating how Billings exemplified true American values when the Christian, Jewish, Black, and indigenous communities came together in 1993 with a shared sense of responsibility to stand up to hate of any kind. This video garnered **16.2M impressions** and **3.4M views** with a **39.5% engagement rate**.

### COMMUNITY FEEDBACK



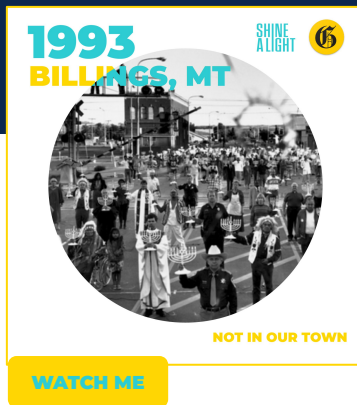
*Thank you for reminding our community that hate and discrimination against the Jewish segment of our population is still a significant issue and one that must be addressed.*



*Your partnership with Shine A Light helped me communicate with my family about how (unfortunately) prevalent crimes against Jews are across the country.*



*We appreciate the Billings Gazette taking a bold stance against discrimination and hatred towards the Jewish population and all forms of religion.*



**62,982,030**

VIEWS ON USA TODAY ONLINE



**419,342**

VIEWS ON BILLINGS GAZETTE PRINT & ONLINE



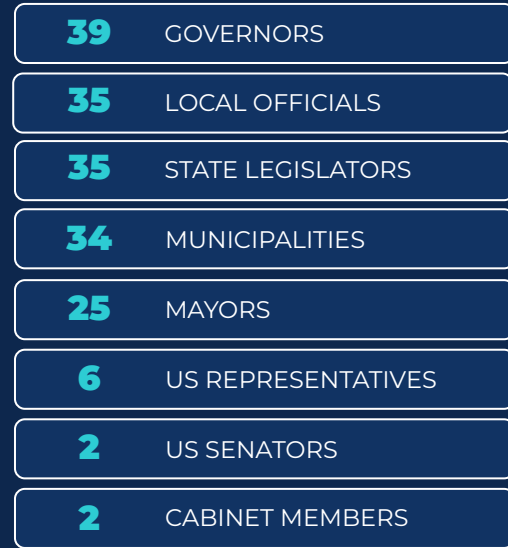
# POLICY

# POLICY



The Policy pillar, convened by the **Conference of Presidents (COP)**, included the **American Jewish Committee (AJC)**, **Combat Antisemitism Movement (CAM)**, **Jewish Federations of North America (JFNA)**, and the **National Black Empowerment Council (NBEC)** to expand outreach to more local elected officials and advocate for IHRA adoption.

Public officials took action against antisemitism through IHRA adoption, ratifying proclamations condemning antisemitism, or other official statements in support of Shine A Light:



**15 members of the African American Mayors Association** engaged with an MOU on IHRA adoption and conversations are ongoing with the full membership of the association.

YEAR 1	YEAR 2	GROWTH
14 GOVERNORS	39 GOVERNORS	+175%

## POLICY CASE STUDY

With support from a Shine A Light grant, the Jewish communities in Phoenix and Tucson, created a multifaith advocacy coalition, and engaged a top public affairs advocacy firm to research, draft, and ultimately introduce a bill in the Arizona state legislature. The legislation would establish the Arizona State Nonprofit Security Grant Program to help support vulnerable synagogues and other houses of worship address threats of antisemitism, white supremacy, and white nationalism.

## LAW ENFORCEMENT

The Policy pillar created guides for how elected officials and law enforcement can address antisemitism. The efforts to engage law enforcement were additionally supported by **ADL**, the **Community Security Service (CSS)**, and **Secure Community Network (SCN)**.

# PR & MEDIA

Through a comprehensive and fully integrated PR strategy, the full spectrum of Shine A Light initiatives were amplified with national and regional media coverage and influencer engagement.

In addition to crafting targeted pitches on workplace engagement, gaming, events and pilot cities, a rapid response template was also created to respond in real time to current events.

YEAR 1	YEAR 2	GROWTH
<b>662M</b> IMPRESSIONS	<b>1.35B+</b> IMPRESSIONS	<b>+104%</b>

**1.35B**  
MEDIA VIEWS (IMPRESSIONS)

**345**  
STORIES PUBLISHED

## HIGHLIGHTS



**The Grand Park menorah is part of the national Shine a Light campaign**

DATE	DEC 19, 2022
UVM	<b>38,561,114</b>



**Can DEI efforts combat antisemitic hiring bias?**

DATE	DEC 6, 2022
UVM	<b>122,955</b>



**Menorahs mean more this Chanukah amid rising antisemitism: 'The fear is real'**

DATE	DEC 18, 2022
UVM	<b>62,982,030</b>



**Rising Up Against Antisemitism**

DATE	DEC 19, 2022
UVM	<b>2,438,711</b>



**Second annual 'Shine A Light' campaign enlists gamers, mayors and more**

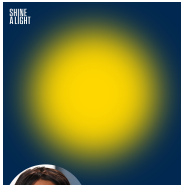
DATE	DEC 16, 2022
UVM	<b>37,657</b>

# SOCIAL MEDIA

- **#ShineALight** gained **41M impressions**.
- SAL social posts achieved **3.85% engagement rate** compared to industry average of **0.98%**
- SAL user generated content achieved **2.34% engagement rate** compared to industry average of **0.98%** and reached a total of **392M followers**

## CAMPAIGN HIGHLIGHTS

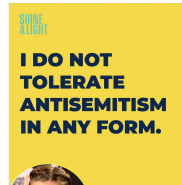
**KERRY WASHINGTON**



**7M** Followers

[@kerrywashington](#)

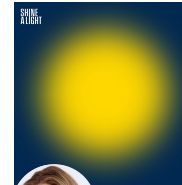
**RUBY ROSE**



**21M** Followers

[@rubyrose](#)

**JUDY GOLD**



**40K** Followers

[@jewdygold](#)

## SHINE A LIGHT POSTS

YEAR 1	YEAR 2	GROWTH
<b>15.9M</b> IMPRESSIONS	<b>67.5M</b> IMPRESSIONS	<b>+325%</b>

## CAMPAIGN UGC\*

The community posted the Shine A Light image on social for the 8 days of Chanukah.

DATE	ENG. RATE <sup>A</sup>	BENCHMARK
<b>INSTAGRAM</b>	<b>2.34%</b>	<b>0.98%</b>
<b>TWITTER</b>	<b>0.42%</b>	<b>0.15%</b>

## SHINE A LIGHT SOCIAL POSTS

Content shared by Shine A Light over a 3-month period exceeded benchmarks.

DATE	ENG. RATE <sup>A</sup>	BENCHMARK
<b>INSTAGRAM</b>	<b>3.85%</b>	<b>0.98%</b>
<b>TWITTER</b>	<b>1.8%</b>	<b>0.15%</b>


\*User generated content (UGC) is content posted by the community.

<sup>A</sup>Engagement rate tracks users interacting with content through likes, comments, and shares.

# DONATED MEDIA




YEAR 1	YEAR 2	GROWTH
<b>339M+</b> IMPRESSIONS	<b>2B+</b> IMPRESSIONS	<b>+490%</b>

 **NBCUniversal** donated media generated over 500M impressions including scheduled placements on The Today Show, The Tonight Show & Season Finale of The Voice

 **iHeartMedia** ran radio PSAs in all 50 states, generating **31.9M impressions**, more than doubling the 2021 campaign.

**AEO** **American Eagle** donated their Time Square retail store billboards for the month of December

 **Captivate** (elevator video screens) generated **79.2M impressions** in **11.5K elevators**.

 **Paramount TV** ran over **380 spots** across 10 national networks generating over **45M impressions** and donated the MTV billboards in Times Square for a 3 hour block for the NYC event

 Screenvision donated in-cinema media in **509 theatres** on **4,600 screens across 141 markets**




 **National Retail Solutions** donated **20K check out display units** across **49 markets** generating over **24M impressions**

 **OAAA**, the largest Out of Home network worked with their vendors to donate signage in **22 markets across 15 states**

# PAID MEDIA

- **Total social media impressions were 67.5M** (across Facebook, Instagram, Google, YouTube & TikTok), a **325% increase over last year** (15.9M).
- This number represents all Shine A Light account posts as well as all accounts that posted #ShineALight.
- **Video views on YouTube were 11.9M**, a 629% increase over last year (1.8M).
- Partnership with the Instagram accounts Overhead NY and Overheard LA yielded **688.5K impressions** and **12.2K likes**.

YEAR 1	YEAR 2	GROWTH
15.9M+ IMPRESSIONS	67.5M+ IMPRESSIONS	+325%

	CHANNEL	IMPRESSIONS	CLICKS	ENG RATE	BENCHMARK
	YOUTUBE	50.1M	31.5K	38.55%	20%
	TWITTER	1.8M	4.9K	9.1%	4%
	META	1.4M	7.6K	0.54%	0.5%

# CONTENT HIGHLIGHTS



## AMERICAN-ISH PODCAST

- Hosted an Egyptian Coptic Christian and a Syrian Jew, created a five-part educational social media campaign titled **Antisemitism For Dummies**.
- **313K full length views**, reaching over **600K accounts**



## CAMPAIGN VIDEOS

- Shine A Light PSA
- Billings, MT
- Criticizing Israel
- 8 Ways to Spot Antisemitism



## DON'T LET THE LIGHT GO OUT

- **David Broza** remix of Peter, Paul & Mary's famous activist song, Light One Candle as Don't Let The Light Go Out.
- Launched on Spotify as part of a special holiday playlist
- **30,000 streams in 4 days**.
- Song was permanently added to 2 holiday playlists which will be renewed every year.





**SHINE  
A LIGHT**  
on Antisemitism

**THANK YOU** FOR YOUR HELP AND  
SUPPORT IN EXPANDING THE  
REACH AND IMPACT OF **SHINE A  
LIGHT 2022**. WE LOOK FORWARD  
TO **SHINE A LIGHT 2023**.