

GJC communications and programming policy

Preamble:

GJC's communications and programming policy aims to strengthen our Jewish values and build our community. It reflects a desire to express widely diverse views held by our members, while upholding the honored tenet of Shalom Bayit (communal harmony). It further reflects GJC's support of the State of Israel and Klal Israel.

Principles:

Permissible:

- (1) Communications and programs that strengthen GJC;
- (2) Communications and programs that strengthen the bonds among our members;
- (3) Communications and programs that strengthen the broader Jewish community, so long as they do not detract from or conflict with GJC's interests and events;
- (4) Communications and programs that promote Tikkun Olam, so long as they do not detract from or conflict with GJC's interests and events; and
- (5) Communications and programs that promote members' connection to and education about Israel, so long as they do not offend Shalom Bayit.

Prohibited:

- (6) Solicitation for and advertisement of for-profit businesses;
- (7) Communications or programs promoting or sponsored by political advocacy groups about Israel;
- (8) Communications or programs that endorse, support, or oppose any political candidate or political party; and
- (9) Communications distributed during Shabbat.

Commentary:

- a) Pursuant to Principle (1), advertising of GJC programs, GJC fundraising events, and GJC services is permissible.
- b) Pursuant to Principles (2) and (6), requests for referral services are permissible. In contrast, communications regarding one's own services, or promoting someone else's services, are impermissible.
- c) Pursuant to Principle (3), information and advertising regarding local Jewish events are permissible so long as they do not conflict with important GJC programs and services or violate

Shabbat. Communications regarding other synagogue's services that conflict with those of GJC are impermissible.

- d)** Pursuant to Principle (4), programs pertaining to social action are permissible.
- e)** Pursuant to Principles (5) and (7), programs involving Israel elections, politics and peace negotiations are permissible, provided that they are not sponsored by or do not feature a political advocacy group, and do not offend Shalom Bayit.