

**GJC Communications and Programming policy**  
**Passed by the Executive Committee on February 6, 2019, modified February 7, 2024**

**Preamble:**

This policy aims to strengthen our Jewish values and build our community by providing guidelines for electronic communication (including email, listservs, and social media), flyers, and programs at Germantown Jewish Centre. It reflects a desire to balance the value of *Mabloket l'shem Shamayim* (conflict for the sake of heaven), which encourages expression and discussion of the widely diverse views held by our members, with the value of *Kehillah* (community), which encourages connection and solidarity among our members.

**A. Principles**

1. GJC encourages communications and programming that:
  - (a) strengthen the bonds among GJC members, including by promoting participation in GJC activities, fundraising events, and services
  - (b) strengthen the bonds between GJC members and the broader Jewish community, including by promoting participation in local Jewish events.
  - (c) promote Tikkun Olam and social action.
  - (d) educate, inform, and provide useful information to GJC members.
  - (e) promote respectful and positive dialogue, discussion, and debate.
  - (f) represent a diversity of opinion about an issue or topic.
  - (g) promote interpersonal understanding and hearing each other's views on topics on which members may not agree, such as issues of public concern in Israel and the U.S.
  - (h) promote thoughtful consideration of issues, rather than having the goal of making everyone agree with a particular point of view.
  - (i) are sensitive to possible conflicts with important GJC programs or with any GJC religious service.
2. GJC does not permit communications or programming that:
  - (a) violate GJC's Shabbat or kashrut policies.
  - (b) repeatedly solicit for or advertise for-profit businesses.
  - (c) endorse, support, or oppose any candidate for political office or any political party.
  - (d) demonize or disparage individuals or groups
3. One time solicitation or advertising of any business for profit, non-profit or non-GJC fundraising is allowed.

**B. Process**

1. The expectation is that communications over listservs or social media will be monitored for adherence to the principles above by the group organizers.
2. All other proposed communications and programming will be vetted through the Rabbi to judge their adherence to the principles above.
3. If, in the judgment of the Rabbi, (a) it is a marginal call whether a particular communication or program adheres to the principles, and/or (b) a particular communication or program may cause potentially destructive controversy or damaging dissent within the congregation, then the Rabbi will refer the communication or program to the Executive Committee for its consideration.
4. Any proposed communication or program so referred must be approved by the Executive Committee upon the recommendation of the Rabbi and the President, as well as the recommendation of the Israel Program Committee for communications or programs involving Israel.