Integrated approach across narrative, media, digital and stakeholder activation

Speculative Strategic Communications Framework developed during a hiring process for a major Jewish advocacy organization (anonymized)

Antisemitism in America: A Decade of Deterioration – *report snapshot*

45% More Americans hold antisemitic attitudes today compared to 10 years ago – **the most significant increase in modern U.S. history**

The shift: Attitudes once confined to the fringes now surface in everyday settings – **reshaping what becomes tolerated and normalized**

Strategic imperative: Ensure antisemitism is recognized as it appears today – not only as it appeared in the past – so rising attitudes are understood as present and actionable

How this strategy maximizes impact across the report launch

Designed for **pre-launch → launch → sustain**

North Star: Help the public **recognize antisemitism as it appears today** – and drive response readiness

Built for speed **without sacrificing credibility**

The Recognition Gap

What we think antisemitism looks like

- Antisemitism = explicit ideology or extremist actors
- If it doesn't look like the past, it doesn't get named

How it increasingly appears today

- Harm shows up in everyday, casual and coded settings
- Normalization delays attribution and blunts accountability

Strategic response: move audiences from
awareness → recognition → action

Three pillars to protect clarity, speed, and trust

Advance attribution: Identify patterns before denial or normalization blunts accountability

Protect narrative clarity: Ensure consistent language across national, local, community and media contexts

Response velocity with credibility: Enable faster alignment – not just faster reaction

From signal to standard

Pre-Launch	Signal a shift – and prepare the field to see it
Launch	Establish the report as a definitive marker of change
Sustain	Turn the report into a default reference point – internally and externally

Pre-launch: signal the shift



Social Media

- Scroll-stopping **stat-tease tiles** – with oversized typography to signal scale, and deliberate accent shifts to convey urgency
- Sound-forward design adds tone, momentum and cultural immediacy
- Cadence: structured countdown moments
- CTA: **early access list** (and optional "power supporters" list for post-launch activation)

Earned Media

- Targeted media embargo + briefings
- Regional offices operate in parallel via toolkit distribution

Launch → Sustain: two flagship executions that activate recognition

Launch: Community Recognition

- Community-led storytelling structures recognition inside the narrative itself
- Objective: viewers recognize themselves in the story – not receive instruction from above



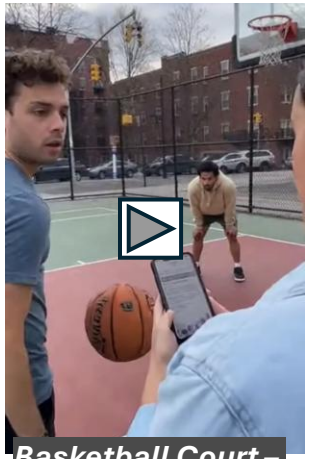
Sustain: When the Mask Slips

- Ordinary settings reveal modern antisemitism surfaces casually – and goes unchallenged
- Objective: “I didn’t realize that counted” recognition – without spectacle



Full creative examples on the next slide

Launch → Sustain: Creative System in Action

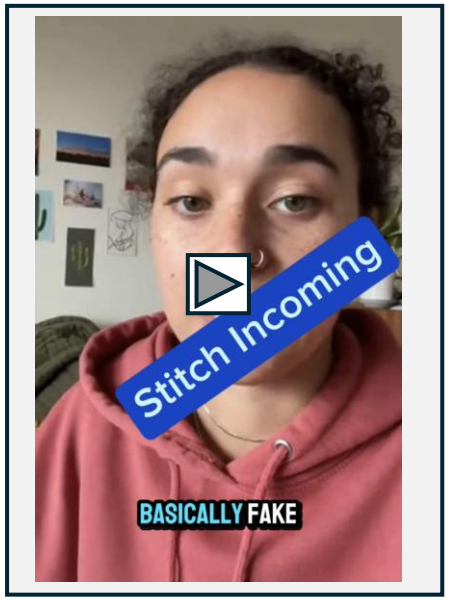
Community Recognition (Launch Phase)	*When the Mask Slips* (Sustain Phase)
 *Intergenerational*	 *Group Chat*
 *Basketball Court – 'Did you see this?'*	 *Break Room*

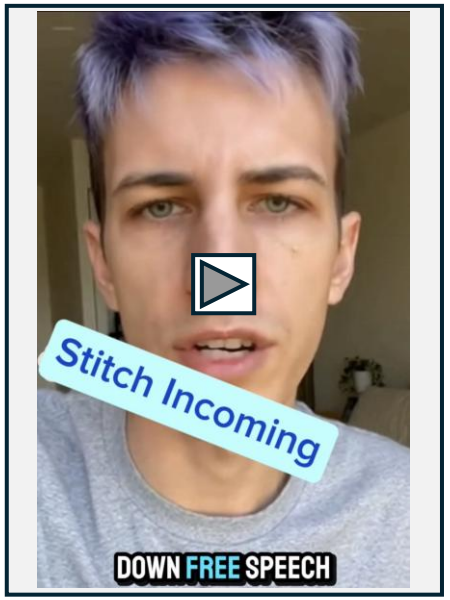
Designed for Instagram, TikTok, and platform-native social distribution

Final campaign videos are envisioned as ~30-second spots filmed with real actors in a restrained, naturalistic style. The examples shown here are AI-generated mock-ups, produced at 10–12 seconds due to current tool constraints, and are intended to illustrate tone, structure, and narrative approach – not final length, production, or the full scope of antisemitic language addressed in the final campaign.

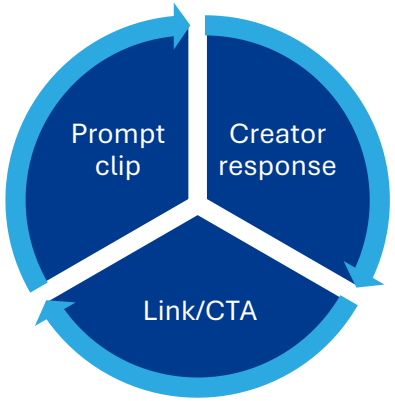
Launch → Sustain: creator amplification engine

- Provide a modular template pack: stat cards, story frames, caption guidance, sourcing/disclaimer rules
- **Half-stitch mechanic:** ADL provides a short “prompt” (misconception / bad-faith claim) – creators stitch the response in their own voice
- Converts predictable attacks into teachable moments – without centering ADL as the protagonist

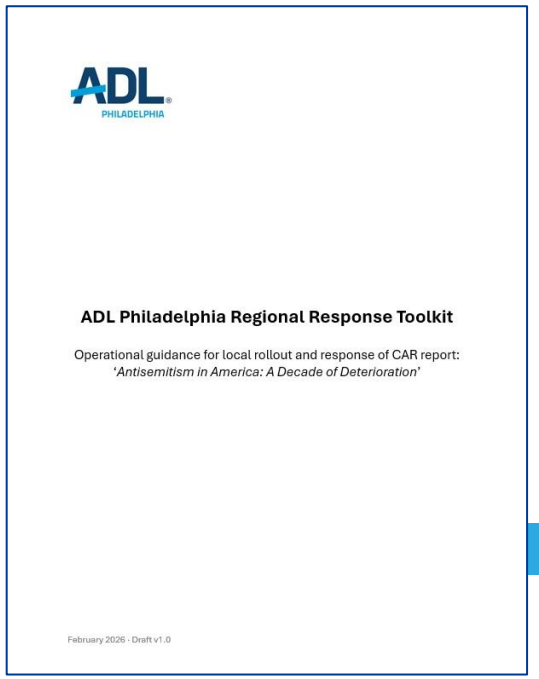


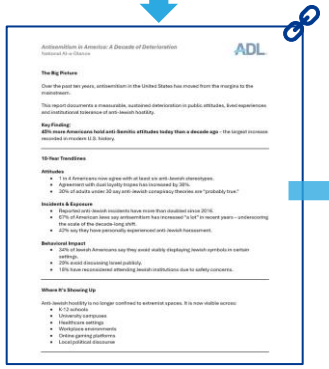


Powered by creators & ADL’s Digital Leadership Council

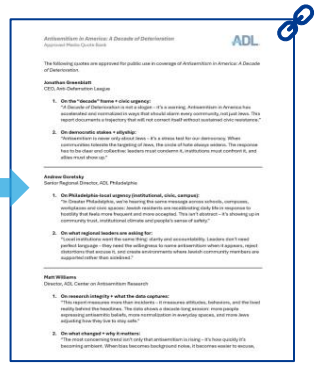


Launch → Sustain: regional activation toolkit





National At-a-Glance



Media Quote Bank



Regional At-a-Glance

- Replicable activation framework across 24 regional offices
- Extends report impact through local media + partner ecosystems
- Provides shared response spine (Appendix A frameworks + Appendix B rollout assets)
- Sector toolkits in development (educators, community partners, law enforcement) to extend regional reach

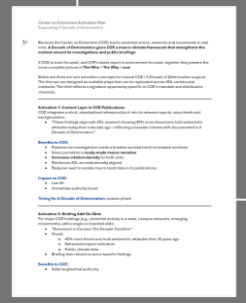
Launch → Sustain: Research & Advocacy Center integration

Center on Extremism

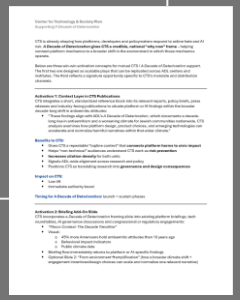
- Context Layer in COE Publications
  - Standardized reference block in COE outputs
- Briefing Add-On Slide
  - “Extremism in Context” – decade trendline slide
- *Rapid Response Macro Anchor (mandate-specific)*
  - Media lines link incidents to the macro trend

Center for Technology & Society

- Context Layer in CTS Publications
  - Standardized block for briefs + industry outputs
- Briefing Add-On Slide
  - “Macro Context” slide for roundtables + regulators
- *“Systems Amplifier” Frame (mandate-specific)*
  - Plain-English bridge from climate → scaled digital harm



Two scalable activation concepts + one mandate-specific execution per center



These activations double as sustain mechanisms – embedding the report into commentary, toolkits and ongoing engagement.

Launch + Sustain: media & engagement execution

Press Strategy

- Embargoed national launch + vertical targets
  - News, civic, Jewish, education
  - Morning Drive Radio Tour, Satellite TV Tour
- Spokesperson deployment
  - Town halls, panel discussions, interviews
  - Trained student & community voices (human impact layer)
- 10-year deterioration timeline asset
  - Historical pattern hook

Engagement Strategy

- ‘What you can do this week’ activation
  - Time-bound civic contact pushes
  - Jewish civil rights enforcement advocacy
  - Public patronage campaigns for targeted Jewish businesses
- Instagram / TikTok LIVE
  - Pre-framed topics + host briefing
  - Active moderation + keyword filtering
  - Clear kill criteria for escalation
- ‘2016 look back’ viral social trend
  - Use viral format to surface decade patterns

Making the report institutional infrastructure

Internal Discipline

- Baseline reference for incident response
- Integrated across ADL toolkits and briefing decks
- Embedded into ADL spokesperson preparation and media training
- Consistently referenced in media responses, interviews and formal statements

External Adoption

- Used in policy, education and advocacy settings
- Cited by external institutions, journalists and partners beyond the launch cycle – as context, rather than a new report
- Appears in third-party analysis and commentary
- Unprompted references

Success is when findings are cited as reference – not just headlines.

Bad-Faith Response System: core assets

Attack Archetypes & Response Framework

Identifies recurring bad-faith tactics and prescribes disciplined response logic

Rules of Engagement

Sets response constraints to avoid amplification, drift or bad-faith capture

Escalation Framework

Defines when, how, and who responds as impact increases

Bad-Faith Response System: live scenario

A viral post claims the ADL report 'criminalizes criticism of Israel' and is shared by multiple high-follower accounts.

01	02	03	04	05
Signal	**Classify**	**Decide**	**Respond**	**Escalate**
High-velocity claim begins spreading across platforms	Maps to known bad-faith archetype (misrepresentation of findings)	Low amplification risk → Tier 1 response appropriate	Publish one clarifying explainer via owned channels (no direct engagement)	No escalation unless reach or distortion increases

Linked assets: Archetypes • Rules of Engagement • Escalation Tiers

How we measure success: reach, engagement, impact & durability

Reach

How widely the findings travel

Core signals:

- Downloads & landing page traffic
- Toolkit & event conversions
- Earned media impressions

Success looks like:

- 30-50% lift over prior flagship benchmarks
- Strong early velocity (50% of 90-day goal in first 30 days)
- Conversion beyond passive views

Engagement

Whether audiences take meaningful next steps

Core signals:

- Scroll depth & time on page
- Toolkit / asset conversion
- Repeat interaction

Success looks like:

- 20-30% higher engagement than ADL research baseline
- 10-15% secondary action conversion
- 15-20% return rate during sustain phase

Impact & Durability

Whether the report shapes external discourse

Core signals:

- Accurate third-party citation
- Framing adoption
- Integrated across ADL centers and teams

Success looks like:

- 80-85% citation accuracy
- 30-40% framing adoption
- 50% integration across related ADL outputs

Full measurement framework available in linked document.