

In April 2025, Jewish Voice for Peace (JVP) was organizing their largest ever national membership meeting, running from May 1-4 in Baltimore, MD.

By starting the conference on May 1, JVP intended to center the city's May Day demonstrations around an anti-Zionist message. In fact, multiple marches all converged at JVP's central [rally](#) in order to get maximum media attention.

Anticipating their strategy, prior to the conference The Jewish Majority wrote an [editorial](#) detailing JVP's support for terror and tokenization of the Jewish community. We recruited a local rabbi to "author" the editorial and we had it placed in The Baltimore Sun. The Jewish Majority also organized [rabbinic](#) and [communal](#) sign on letters rejecting JVP that we packaged for the press.

Finally, we organized video billboard trucks to circle the conference to make clear to reporters that the Jewish community rejects Jewish Voice for Peace.

It worked. The media coverage of the rally shows lots of people with keffiyahs and Palestinian flags, but the framing was about the Trump administration and almost no attention was given to the extreme anti-Israel perspectives on display there.

As an example, in this [clip](#) from the local ABC affiliate Israel is hardly mentioned at all, even though they cut away to a JVP member singing and other JVP speakers. Similarly, the [NBC affiliate](#) interviewed different organizers, but choose to completely ignore JVP. Same with the [Baltimore Sun](#).

Because of our efforts Jewish Voice for Peace failed to seize the media narrative, gain legitimacy or grow their local base of support.

