

# Shine a Light 2022 Ye, Kyrie & Dave

Created by: Erica Hruby, M.A.



**SHINE  
ALIGHT**  
on Antisemitism

## Educator Background Information/ Knowledge

### The #ShineALight Campaign

The #ShineALight Campaign is a national initiative to create a collective light of celebration spreading the Jewish joy of Chanukah. Sponsored by two NY-based funders and the UJA-Federation of NY, the campaign is designed as a counter-expression to antisemitism and other messages and acts of hate towards Jews and Israel. The Jewish Education Project is a proud content partner of the #ShineALight Campaign and is delighted to provide these materials to Jewish educators. We encourage you to utilize this education content in the weeks leading up to and through Chanukah (this year and in the future), and if applicable, at other times of the year.

### What happened in October-November 2022?

The following micro-conversation about antisemitism in popular culture is based on incidents from October and November of 2022. **The full presentation is available to [download here](#).**

### Additional resources for educators can be found at:

[AJC's Educational Institutions Action Items](#)

[Unpacked for Educators Article and Lesson Plan re: Ye Specifically](#)

# What the What?!

What happened in October-November 2022?

Created by: Erica N. Hruby, M.A.



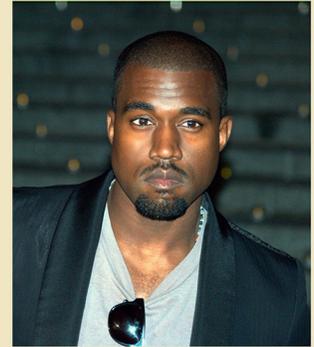
October-November 2022 'shined a light' on antisemitism in the U.S. This presentation is a conversation about what transpired with Kanye "Ye" West (musical artist), Kyrie Irving (basketball player), and David Chappelle (comedian).

What happened in **October-November 2022?**, continued

On October 8, 2022, musician Kanye "Ye" West authored the below antisemitic post on Twitter.



## Ye West



### Questions for Discussion:

- What do you think "death con 3" meant?
- What does Ye mean that he "can't be Anti Semitic"?
- Ye referred to the Jewish people as "You guys." What was he explicitly blaming on the Jewish people?
- What is the potential impact of this tweet getting over 4,300 Retweets?

**What happened in October-November 2022?, continued**

The Holocaust Museum of Los Angeles reached out to Ye to invite him to visit and learn about the power of words to "incite" or "inspire." Ye did not accept the invitation.

**Questions for Discussion:**

- What was the Holocaust Museum LA attempting to do in this outreach to Ye?
- Why did the museum include a statement about the Armenian people?
- Think about the sentence, "Your words reach millions and you can choose to incite or you can choose to inspire." What are your thoughts about that?

**A STATEMENT FROM HOLOCAUST MUSEUM LA**

*Words matter and words have consequences Ye. We urge you to come visit us at Holocaust Museum LA to understand just how words can incite horrific violence and genocides. The Holocaust started with only words that sadly begat stereotypes, racial and religious tropes and blaming others and led to the murder of six million Jews. At Holocaust Museum LA it is our mission to commemorate those who were murdered, educate on the Holocaust and all genocides including the genocide perpetrated against the Armenian People (of which your children would be included), and inspire a more dignified and humane world.*

*Your words reach millions and you can choose to incite or you can choose to inspire. We are located at [100 The Grove Drive, Los Angeles, CA 90036](#) and welcome you any time.*

**What happened in October-November 2022?,** continued

There was significant backlash from his tweet, including a lot of public pressure for Adidas to end their \$250+ million dollar contract with Ye.

Ye came out eight days after the tweet, stating that his Adidas deal was solidly in place, and that there is essentially nothing he could do that would jeopardize his Adidas Yeezy partnership.

**Question for Discussion:**

- Why would Ye believe that his words would have no negative consequences on his professional relationships?



## What happened in October-November 2022?, continued



**adidas**

FOR IMMEDIATE RELEASE

Herzogenaurach, October 25, 2022

### adidas terminates partnership with Ye immediately

adidas does not tolerate antisemitism and any other sort of hate speech. Ye's recent comments and actions have been unacceptable, hateful and dangerous, and they violate the company's values of diversity and inclusion, mutual respect and fairness.

After a thorough review, the company has taken the decision to terminate the partnership with Ye immediately, end production of Yeezy branded products and stop all payments to Ye and his companies. adidas will stop the adidas Yeezy business with immediate effect.

This is expected to have a short-term negative impact of up to €250 million on the company's net income in 2022 given the high seasonality of the fourth quarter.

adidas is the sole owner of all design rights to existing products as well as previous and new colorways under the partnership. More information will be given as part of the company's upcoming Q3 earnings announcement on November 9, 2022.

On October 25, 2022, Adidas came out with a formal announcement that they would be cutting all business ties with Ye due expressly to his antisemitic remarks. Ye was also dropped by:

- Radio stations (21.4% less air time)
- Business partners and talent agency
- Balenciaga, Gap, Footlocker - brand and/or retail partners
- MRC, filmmakers, and distribution partners preparing to release new Ye documentary
- ...and many more

The link at the bottom of this slide provides a detailed timeline of the fallout Ye experienced due to his antisemitic remarks.

#### Questions for Discussion:

- Why would businesses want to disassociate with Ye, costing them millions of dollars in sales?
- Why do you think Adidas nearly three weeks to speak up? (some say too long)
- Do you think the ADL-Anti-defamation League had a part in Adidas' decision? (see ADL statement to the right)

This is a very positive outcome. It illustrates that antisemitism is unacceptable and creates consequences. Without a doubt, Adidas has done the right thing by cutting ties with Ye after his vicious antisemitic rants. We were proud to see many joined ADL's campaign, #RunAwayfromHate, that pressured Adidas toward this decision, including the thousands of people who sent emails, the dozens of celebrities who spoke up, and the prominent brands who cut ties. Taken together, all these elements sent an unambiguous signal that moved the company to take action. In the end, Adidas' action sends a powerful message that antisemitism and bigotry have no place in society.

ADL

[www.billboard.com/lists/kanye-west-hate-speech-consequences-timeline/adidas-ends-brand-partnership/](http://www.billboard.com/lists/kanye-west-hate-speech-consequences-timeline/adidas-ends-brand-partnership/)

**What happened in October-November 2022?,** continued

In the days following Ye's comments on Twitter, neo-Nazis in Los Angeles were seen on an overpass brandishing the Nazi salute, with signs supporting the views shared by Ye.

**Questions for Discussion:**

- Why would a group of people, who traditionally express hate for black people, stand up and support Ye right now?
- What is being expressed by the Nazi salute while standing next to the American flag?
- Goyim TV is an antisemitic video-sharing website. What do you think is the intention of these demonstrators in sharing this media site?



## What happened in October-November 2022?, continued

Following his contract being ended by Adidas and other professional fallout, Ye went on a right-wing conservative media blitz. One stop was the Piers Morgan podcast where he shared that he doesn't hate Jews, he is jealous of them. (video link provided below)

**During the interview, Ye stated:**

*I'm envious of the Jewish people.  
I'm envious of how they don't abort their children.  
I'm envious of how they don't shoot each other in the streets and then rap about it.  
I'm envious of how their families stay together.  
I'm envious of how they turn their phones off on Friday night and their family comes together.  
I'm envious of how they do business together.  
And I want that for the darker Jews.  
I want that for the black people.  
I want that. We need that.*



**Questions for Discussion:**

- Why does Ye use language of 'envy'?
- Does Ye intend for 'envy' to be a positive?
- What is the underlying message Ye expresses here?

[https://www.google.com/search?q=kanye+video+re+jews&tbm=vid&sxsr=ALiCzsazcWy4kfn8JKuAeDvfsZzRf6WeAQ:1668983490951&ei=wqp6Y9zLOb-g5NoPvrmHOAI&start=10&sa=N&ved=2ahUKFwjctPSA6L37AhU\\_FVkJFhb7cASoQ8NMMDegQIDxAW&biw=1204&bih=659&djpr=2#fpstate=ive&vid=cid:35ad9e71,vid:T8EW1YbKJRw](https://www.google.com/search?q=kanye+video+re+jews&tbm=vid&sxsr=ALiCzsazcWy4kfn8JKuAeDvfsZzRf6WeAQ:1668983490951&ei=wqp6Y9zLOb-g5NoPvrmHOAI&start=10&sa=N&ved=2ahUKFwjctPSA6L37AhU_FVkJFhb7cASoQ8NMMDegQIDxAW&biw=1204&bih=659&djpr=2#fpstate=ive&vid=cid:35ad9e71,vid:T8EW1YbKJRw)

## What happened in October-November 2022?, continued

The outcry from celebrities was fiercely in support of the Jewish people, against antisemitism. Below are a few examples of what celebrities shared on social media.

**Amy Schumer** @amyschumer · Follow  
If you don't know what to post, let's start with this. Do you know what the Jewish community is afraid this will lead to? 1 in 2 people don't know the holocaust happened. Stand up. #neveragain @JessSeinfeld



**Kim Kardashian** @KimKardashian  
Hate speech is never OK or excusable. I stand together with the Jewish community and call on the terrible violence and hateful rhetoric towards them to come to an immediate end.  
12:22 PM · Oct 24, 2022 · Twitter for iPhone  
10.6K Retweets 6,382 Quote Tweets 210.2K Likes

**Josh Gad** @joshgad · Follow  
This is not a good person. This is a person who's dangerous rhetoric continues to go unchecked. Hey @adidas, is this right? Can he single out a single faith and group of people with hatred and vitriol and it doesn't matter? Asking for a friend.

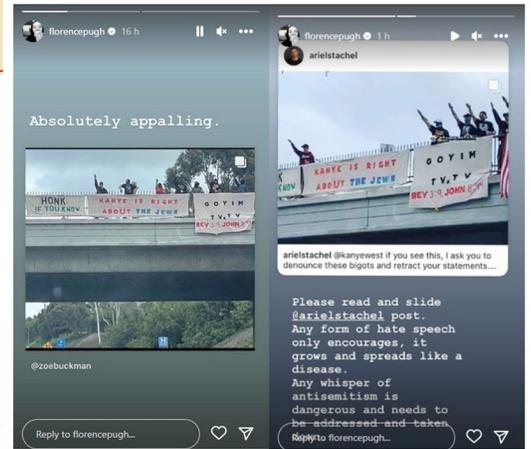


On October 11, Schwimmer wrote on Instagram: "Whether or not Kanye West is mentally ill, there's no question he is a bigot. His hate speech calls for violence against Jews. If you interpret his words any other way and defend him, guess what? You are racist. If we don't call someone as influential as Kanye out for his divisive, ignorant and antisemitic words then we are complicit."

**\_schwim\_** @\_schwim\_ · 2022  
View profile

**BANKS** @BANKSBANKS · Follow  
Please stop giving Kanye West a platform.  
10:09 PM · Oct 23, 2022  
13K Reply Copy Link  
Read 292 replies

**Reese Witherspoon** @reesewitherspoon · Follow  
Anti-semitism in any form is deplorable. In person. Online. Doesn't matter where. It's hate and it's unacceptable.  
11:24 PM · Oct 23, 2022  
119.2K Reply Copy Link  
Read 2.3K replies



### Questions for Discussion:

- What is the impact of celebrities speaking out?
- Is it enough to have celebrities post their feelings on social media, or should they do more? If more, what?
- Why is it important for non-Jews to speak out against antisemitism?

What happened in October-November 2022?, continued

Following Ye West's antisemitic tweet, New York Nets basketball player Kyrie Irving shared a link to the film 'Hebrews to Negroes: Wake Up Black America' on Twitter. This film is widely criticized for being antisemitic and perpetuating a number of anti-Jewish conspiracy theories.



## Kyrie Irving



### Questions for Discussion:

- What was Kyrie's intention behind sharing this film in a tweet?
- Do you think Kyrie shared this believing this was antisemitic?
- If this film is known to be widely criticized and controversial, why is Amazon carrying it on their platform?

**What happened in October-November 2022?, continued**

In response to Kyrie's tweet, the National Basketball Player's Association (NBPA) spoke out against antisemitism (statement below). Following his tweet, Kyrie was asked by a media outlet about whether he has antisemitic beliefs. He did not say "no" unequivocally (ADL response below). Following that interview, the NBA suspended Kyrie for a minimum of five games. (statement to the right)

**NBPA Statement**

**NEW YORK, NY, November 1, 2022** – The NBPA today issued the following statement:

"Anti-Semitism has no place in our society. The NBPA is focused on creating an environment where everyone is accepted. We are committed to helping players fully understand that certain words can lead to hateful ideologies being spread. We will continue to work on identifying and combating all hate speech wherever it arises."



“  
*Over the last several days, we have made repeated attempts to work with Kyrie Irving to help him understand the harm and danger of his words and actions, which began with him publicizing a film containing deeply disturbing antisemitic hate...*  
  
*We were dismayed today, when given an opportunity in a media session, that Kyrie refused to unequivocally say he has no antisemitic beliefs, nor acknowledge specific hateful material in the film...*  
  
*Such failure to disavow antisemitism when given a clear opportunity to do so is deeply disturbing, is against the values of our organization, and constitutes conduct detrimental to the team.*  
”

**Questions for Discussion:**

- **What was the motive behind NBPA coming out against antisemitism?**
- **What is the role of the ADL in publicizing this situation?**
- **Why did the NBA suspend Kyrie following the interview and not following the tweet?**

## What happened in October-November 2022?, continued

Below is Kyrie Irving's apology tweet for his antisemitic tweet and media interview. Also below are the consequences for his actions, in addition to losing his shoe deal with Nike (Nike statement to right).

kyrieirving • While doing research on YHWH, I posted a Documentary that contained some false anti-Semitic statements, narratives, and language that were untrue and offensive to the Jewish Race/Religion, and I take full accountability and responsibly for my actions. I am grateful to have a big platform to share knowledge and I want to move forward by having an open dialogue to learn more and grow from this.

To All Jewish families and Communities that are hurt and affected from my post, I am deeply sorry to have caused you pain, and I apologize. I initially reacted out of emotion to being unjustly labeled Anti-Semitic, instead of focusing on the healing process of my Jewish Brothers and Sisters that were hurt from the hateful remarks made in the Documentary. I want to clarify any confusion on where I stand fighting against Anti-semiticism by apologizing for posting the

documentary without context and a factual explanation outlining the specific beliefs in the Documentary I agreed with and disagreed with. I had no intentions to disrespect any Jewish cultural history regarding the Holocaust or perpetuate any hate. I am learning from this unfortunate event and hope we can find understanding between us all. I am no different than any other human being. I am a seeker of truth and knowledge, and I know who I Am.

KYRIE  
Héla 🙏🏻  
9h



Shams Charania  
@ShamsCharania

Sources: Nets have delivered Kyrie Irving six items he must complete to return to team:

- Apologize/condemn movie
- \$500K donation to anti-hate causes
- Sensitivity training
- Antisemitic training
- Meet with ADL, Jewish leaders
- Meet with Joe Tsai to demonstrate understanding

8:46 PM · Nov 5, 2022 · Twitter for iPhone

“  
At Nike, we believe there is no place for hate speech and we condemn any form of antisemitism. To that end, we've made the decision to suspend our relationship with Kyrie Irving effective immediately and will no longer launch the Kyrie 8. We are deeply saddened and disappointed by the situation and its impact on everyone.  
”

### Questions for Discussion:

- This apology came after the NBA and Nike announced Kyrie's suspension. Does that make the apology more or less believable?
- What if Kyrie believes the messages in the film? How does a "forced" apology impact the perpetrator? Victim(s)?
- Do the consequences fit the "crime"?
- What is the big picture impact of Nike pulling out of the Kyrie 8 shoe deal?

What happened in October-November 2022?, continued

## Dave Chappelle

Comedian Dave Chappelle went on Saturday Night Live (SNL) on November 12, 2022 and delivered a monologue that some have deemed antisemitic at worst, wildly inappropriate at best. A link to the video and full monologue transcript can be found below.

**The monologue begins with:**

*Thank you, thank you very much for being here. Before I start tonight, I just wanted to read a brief statement that I prepared.*

*I denounce antisemitism in all its forms and I stand with my friends in the Jewish community. And that, Kanye, is how you buy yourself some time.*

*I gotta tell you guys, I've probably been doing this for 35 years now, and early in my career, I learned that there are two words in the English language that you should never say in sequence, and those words are 'the' and 'Jews.' Never heard someone do good after they said that.*

*(continue the monologue (video & written) using the link below)*



**Questions for Discussion:**

- What did you think of the monologue? Was it antisemitic?
- What do you think Dave Chappelle got right (if anything)?
- Where did he miss the mark?

<https://www.newsweek.com/dave-chappelle-snl-opening-monologue-read-full-jokes-1759195>

**What happened in October-November 2022?, continued**

The following articles show two Jewish perspectives on Dave Chappelle's monologue.  
**Read both articles and discuss each author's perspective.**

**An open letter to Dave Chappelle from the great-granddaughter of a Hollywood pioneer**

*A problematic SNL monologue triggers a panic attack and a plea for mutual understanding*



According to this article in [Forward.com](https://forward.com/culture/524853/dave-chappelle-antisemitism-snl-monologue-open-letter-hollywood/?fbclid=IwAR2tbYFdVYaKXuIDSsY3WZ_zVC6xLW6mZWB7J8ry-5BUbROctO1rKtC9mZs), antisemitic 'humor' in affect normalizes antisemitism, as does the perpetuation of antisemitic troupes and conspiracy theories.

[https://forward.com/culture/524853/dave-chappelle-antisemitism-snl-monologue-open-letter-hollywood/?fbclid=IwAR2tbYFdVYaKXuIDSsY3WZ\\_zVC6xLW6mZWB7J8ry-5BUbROctO1rKtC9mZs](https://forward.com/culture/524853/dave-chappelle-antisemitism-snl-monologue-open-letter-hollywood/?fbclid=IwAR2tbYFdVYaKXuIDSsY3WZ_zVC6xLW6mZWB7J8ry-5BUbROctO1rKtC9mZs)

**What Dave Chappelle got right**

*Dave Chappelle's SNL monologue was offensive. But, there are some things we can learn from it.*



Dave Chappelle hosts "Saturday Night Live" on Saturday, November 12, 2022, in New York. Photo via NBC

According to this article in [religionnews.com](https://religionnews.com/2022/11/14/dave-chappelle-snl-jews/), there is an important distinction between saying "Jews" and "The Jews".

<https://religionnews.com/2022/11/14/dave-chappelle-snl-jews/>