

Re: Join Us at the Padres' Jewish Heritage Celebration Game!

Josh Namm

Thu 3/21/2024 7:31 PM

To:info@jewishinsandiego.org <info@jewishinsandiego.org>

Hi,

My name is Josh Namm. I used to be the Marketing Director at the Jewish Federation of San Diego County. I wanted to offer some advice, and criticism, about the email I just received about your "Jewish Heritage Celebration Game."

First, is it the Padres who are "gearing up," or is the Jewish community getting ready for it? You can't tell from the language in the email.

You mention the "Estrella Jalisco Landing" a total of four times. Here is a list of words and phrases that are never mentioned: "IDF," "Israel," "Jewish pride," "Hamas," "Gaza," "antisemitism," "show of strength," "Judaism," and "hostages."

It is very difficult to understand how you can advertise ANY Jewish event just five months after the most heinous, murderous and barbaric attacks on Jews since the Shoah and not mention any of those things.

A fun night out to show community support is a great thing, but how does a supposedly Jewish organization, one that continually presents itself as a major community leader no less, announce a community event that neither mentions those things or overtly benefits them?

You also refer to the event as "exclusive." Why? It's a baseball game. Why the need to present it as some kind of elitist event? Exclusive to who?

One indication of the "who," is that you brag about the "generosity of your board," but still charge people \$55. That's great for wealthy people, but for a family of four – that's \$220 just to attend a baseball game. That is a lot of money for people who don't live on the coast between La Jolla and downtown. If they were truly "generous," they would have paid for the entire thing, and you would have required a donation, in ANY amount, and promised that every cent raised went to charities like ZAKA or Friends of the IDF who are directly helping our people who need it most right now. That is ESPECIALLY TRUE when the economy is still a mess, and many families are struggling - that includes Jewish families. Show some acknowledgement of that reality. Jews in the poorer areas count just as much as the wealthy donors that you rely on so much.

I'd like to know how the "Estrella Jalisco Landing" is "vibrant." It's seats and some tables at a ballpark. You were using that word when I was at the Federation. It was tired then, but at least when it was being beaten to death, it was endlessly used specifically to describe the Jewish community. You need a new adjective.

Great that Jeremy Gimbel is singing the National Anthem. Who is singing "Hatikvah"???

If this is a Jewish "heritage" night, why is the ONLY indication that the hat comes from anything connected to the Jewish community your logo on the side that happens to include the word "Jewish"? Many of these nights across the country include the team name in Hebrew. "But, it's just a hat!" Given the year after year, record increase in antisemitism, it is more crucial than ever that American Jews show their pride in being Jewish, and in Israel, and not shy away from either. It is shameful that there is nothing about this night that is intrinsically Jewish. Is the food kosher? Because the email says nothing about that.

Point in fact, there is nothing about the night, as described, that is even remotely connected to our heritage. Properly, you should just call it "Jewish Federation fun night."

More importantly, you missed an opportunity to say something like:

“Show your Jewish pride and solidarity with the community by being part of a public show of unity at Petco Park. While our brothers and sisters fight for their lives in Israel to rid us of the greatest evil since the Nazis, you can contribute by showing the world that we don’t hide in the face of rising antisemitism. While October 7 is still at the forefront of our thoughts, and Jewish hostages languish in Hamas tunnels in Gaza, we will be accepting donations to benefit their families. Wear blue and white, and don’t forget your Israeli flags. While we all want the Padres to win, our MAIN priority is a decisive victory for Israel and the Jewish people.”

But instead, you wrote the usual bland, lifeless, marketing email, totally lacking in even the faintest hint of Jewish pride, or acknowledgment that we no longer live under pre-10/7 conditions, but in a changed reality, a world that requires true strength, clear-eyed vision, courage, and actual leadership.

Incidentally, I got a second email from you today about “safety training.” I couldn’t help but notice that the word “antisemitism” and the phrase “self-defense” were both missing. HOW do you pretend to “lead” anything when you can’t even, apparently, acknowledge the realities of the real world?

And I see that you now have a “Director of Caring.” I can’t think of ANYTHING that telegraphs more weakness, Orwellian nonsense, or condescension. I am sure that you mean well, but it is bizarrely cloying, saccharine and almost infantile. You clearly need more Moses, and less “Mr. Rogers.” Again, we need strength and courage, not fake virtue disguised as overly emotive corporatism.

Anyone who has even the slightest experience outside of the world of the Federation would understand the ridiculousness of that title. What’s next? The President of Tickles? The Vice-President of Juice Box Distribution? Is there a Story Time Coordinator?

Lastly, Jews should care about other Jews because we are one people, with a uniquely special shared history, and because the [Torah commands](#) “ahavat Yisrael,” love of a fellow Jew. If you need to have a “director” to demonstrate care for your fellow Jews, you aren’t doing it right.

Sincerely,

Josh Namm

P.S. You need to update the copyright in your email footer.

From: Your Federation <info@jewishinsandiego.org>
Date: March 19, 2024 at 3:32:33 PM PDT
To: Joshua Namm
Subject: Join Us at the Padres' Jewish Heritage Celebration Game!
Reply-To: info@jewishinsandiego.org

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Ready to Swing for the Fences?

The San Diego Padres are gearing up for their annual Jewish Heritage Celebration Game, and you're invited to an exclusive Jewish community gathering hosted by Jewish Federation of San Diego in the vibrant Estrella Jalisco Landing!

Located below the scoreboard in left field, the Estrella Jalisco Landing provides the perfect combination of prime baseball viewing and a lively atmosphere for our community to enjoy an evening out together.

Thanks to the generosity of the Jewish Federation Board of Directors, we're able to offer tickets at just \$55 per person (normally \$77 each).

Access to the Estrella Jalisco Landing will only be available to ticketholders who purchase through our Federation.

Your purchase includes a ticket to the game in the Estrella Jalisco Landing, unlimited food (offered 90 minutes before first pitch until 60 minutes after first pitch) and soft drinks (offered 90 minutes before first pitch until bottom of the 7th inning), a limited-edition themed hat and access to the day's special giveaway: a bobblehead of homegrown pitching sensation Joe Musgrove and his dog Theo (available at the gates to the first 40,000 fans in attendance).

The National Anthem will be sung by Rabbi Jeremy Gimbel, Associate Rabbi of Beth Israel San Diego.

Let's make the night a home run – grab your tickets today!

[BUY NOW](#)



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