



THE JACOB RADER MARCUS CENTER OF THE
AMERICAN JEWISH ARCHIVES

MS-763: Rabbi Herbert A. Friedman Collection, 1930-2004.

Series H: United Jewish Appeal, 1945-1995.

Subseries 4: Administrative Files, 1945-1994.

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Operation Joshua. 1970-1971.

For more information on this collection, please see the finding aid on the
American Jewish Archives website.

SUNDAY -

J - Jericho, Gilgal (Nahal)

TA - via Schechem; Massua (Nahal)

} → Beth Shean - central hall,

explanation by Czech; Jordan stronghold; different Kibbutzim;

Lunch Tiberias Lido; swim; drive home

MONDAY -

J - ^{via west bank to} Haifa Absorption Center; Ussifiya Druze village; box lunch

TA - Carmel Absorption Center; Yarka Druze village; box lunch } → Caesarea;

HAF in amphitheater - speak on Jewish identity; immigration; social idealism;

problems of realizing dreams; war; money; USA

TUESDAY -

TA - Rishon/Malken; Kiryat Mordechai Absorption Center (Russian); box lunch

J - Rishon (1 hour later); Ashdod Absorption Center; box lunch } →

Yad Mordechai; Kiryat Gat - Lachish.

WEDNESDAY -

J - Etzion; } Yad Viskon (with gravel); Military Cemetery; Knesset (with MKs)

TA - no Etzion } →

Lunch at Yaarot Yerushalayim; discussion with Arab student

THURSDAY

6 P.M. Special briefing - T.A. University - main auditorium, Mexico Bldg.

murray s. greenfield

SHAMIR 2 . TEL-AVIV . Tel : 41 34 88

20 August 1971

Rabbi Herbert Friedman
Caeserea

Dear Herb,

Since you did not ask me I can write it.

The operation Joshus is great and this is something I have heard from many of those that I send on the program. but

Complaint or criticism as follows should help in the future

The guides do not take care of cleanliness, this means that they do not understand the Ecology Program and make remarks like throw it there or leave a bunch of rubbish after a meal etc. I have heard a number of persons remark on this and it is amazing what this does to these people. Suggestion: Give the guides plastic bags, make a point of emphasizing cleanliness and Ecology.

Secondly it seems that there is no concentrated effort or overt effort to have the groups meet each other. There background, there names there cities or countries. Maybe a cheap investment in badges or someother effort such as introductions or registering there backgrounds and the guides knowing this trying to bring them into the picture more. Should be worth a try.

I look back on my original memo to you on programs and I see that things have come a long way.

Hope all is well.

Murray



OPERATION JOSHUA

You've returned to the land. To get back to where it all started. Israel – it's all here for you to take in. Live it. Feel it. And it's so easy to become a part of it. Make it with Operation Joshua. It's a way to really get to know what Israel is all about.

Operation Joshua is a group of tours run by students – especially for students – that aren't really tours at all. It's a way for you and your friends to not miss one exciting, moving, meaningful minute – a unique experience that will enable you to make the most of your stay in Israel.

Buses leave Sunday through Wednesday from Jerusalem and Tel Aviv – ready to take you places you're not likely to get to by yourself. On Thursdays, your Operation Joshua ticket admits you to an exclusive briefing session where you'll meet a prominent Israeli. They'll answer your questions and give you the facts and figures – the story of Israel today.

Operation Joshua – it's just for college students and only costs \$3.00 a day, including lunch. All you need to know is on the attached itinerary list. All you need to do is stop at one of our tables. Or phone: Jerusalem, 02-39759. Operation Joshua – you'll never forget it.

Table Locations

- Israel Government Tourist Information Office, Jerusalem (inside Jaffa Gate – Old City. Bus No. 18 or 20)
- Israel Ministry of Tourism, Dept. for Students and Youth, Jerusalem (24 King George St., basement)
- Egged Tours, Tel Aviv (59 Ben Yehuda St., corner Mendele. Bus No. 4)
- Cafe Kassit, Tel Aviv (117 Kizengoff St. Bus No. 5)

**OPERATION JOSHUA
ITINERARY**

July 4 - August 19, 1971

Sunday, Day 1 Jericho, Nahal Stronghold, Kibbutzim along the Beit Shean Valley.

then to Jordan stronghold
Beth Shean - central hall - Czech - then to different kibbutzim - lunch - Tiberias - Libi swim drive home

Monday, Day 2 Haifa, Carmiel; Absorption Center, Mount Carmel, Druze Village, Carmel Mountain Road and Atlit, Caesarea.

Carmel → Yarka; Haifa → Ussifga; Hof - Russia underdeveloped towns social idealism
- box lunch in villages
the exp Jewish identity

Tuesday, Day 3 JDC/Malben Home for the Aged, Lachish-Kiryat Gat, Yad Mordechai, Ashdod Absorption Center.

T.A. - Rishon; Kiryat Malbech absorption center (Russian) - box lunch
J - Rishon (1 hr. later); Ashdod; Yad Mordechai; bet

Wednesday, Day 4 Jerusalem, Yad Vashem, (meet with Rev. John Gravel, Exodus Ship, Haganah) Military Cemetery, Knesset (meet with a member), Gush Etzion.

Thursday, Day 5 Exclusive briefing in Tel Aviv with a top Israeli official.

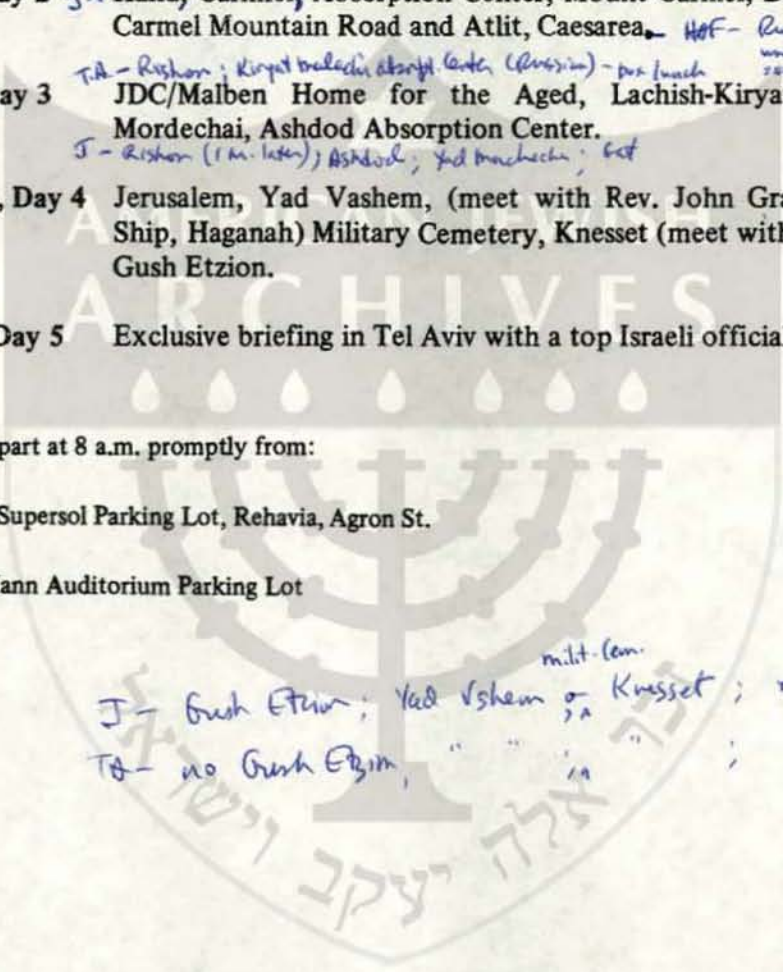
*T.A. university
mass audience
Mexico Bldg.*

Buses will depart at 8 a.m. promptly from:

Jerusalem - Supersol Parking Lot, Rehavia, Agron St.

Tel-Aviv - Mann Auditorium Parking Lot

J - Gush Etzion; Yad Vshem; Knesset; restaurant Ya'akov Yehosh; Gush students
T.A. - no Gush Etzion, " " " " " "
mit. cen.



MEMORANDUM

Date May 27, 1971

To Rabbi Herbert A. Friedman

From Bob Weiner, Mitchell Gold

Subject OPERATION JOSHUA, Working Memorandum

This is a summary of the division of responsibilities and of the specific points that we discussed after your meeting in Israel with David Shenhabi.

Bob Weiner:

- 1) will deal with David Shenhabi regarding the number of buses and lunches (also last minute changes in itinerary).
- 2) make sure master lists are kept in perfect order.
- 3) Mr. Vinitzky will turn the paychecks over to Bob and he will distribute the checks and also the expense checks (along with auditing the expenses).
- 4) will supervise Jerusalem (including personnel).

Mitchell Gold:

- 1) with Mr. Shenhabi, in charge of anything pertaining to Thursday meetings.
- 2) will brief all speakers as to type of group and subjects. Also will make sure that when buses arrive to destinations on tours, everything is ready to go (i.e. no tie-ups waiting for speaker, having room ready).
- 3) riding buses as often as possible
- 4) supervise Tel Aviv


In addition, the Public Relations department (Ruth Sherman and Mike Kresky) is responsible for the following:

- 1) Posters
- 2) Newspaper advertisements; releases to newspapers
- 3) Distribution of posters
- 4) Tickets

- 1) Tel Aviv and Jerusalem will each have bank accounts that will enable anyone to deposit money; only Mr. Vinitzky and Mr. Shenhabi will be able to withdraw the money. Bob Weiner will supervise the checking on the ticket sales.
- 2) the buses must meet. B.W. and M.G. will have to finalize the itineraries in Israel with Mr. Shenhabi so as to coordinate the bus schedules.
- 3) Personnel
 - A) Tentative schedules must be made for desk hours per day and days per week. Should be flexible for change in Israel.
 - B) Two of the desk workers will assist B.W. and M.G. in the mornings with the buses. They will alternate mornings and sell tickets for advance reservations.
 - C) Each Thursday staff meetings in late afternoon after big meetings. This will hold true in the beginning especially and be flexible enough so if we see there is less of a need in the latter part we will have them every other week.
- 4) Mr. Shenhabi will conduct seminars with Mike Traub to make the guides UJA and student oriented.
- 5) The Dizengoff office will not sell tickets for the following day unless spaces permit.
- 6) Day 4 - Yad Vashem - Rev. John Granel will talk and ride buses for the day. D.S. is looking into possibility of showing film.
- 7) HAF will speak at the Amphitheater on Day 2 around 4:00 PM.
- 8) Record keeping system to be made up
 - A) Reservation books for each person at the desk. B.W. will have the Master Reservation book.
 - B) Records of each participant to be on $\frac{1}{2}$ standard size sheets and later to be transferred to heavy cards.
 - C) Money sheets to check on all money.
- 9) D.S. will make arrangements for seminars at absorption centers.
- 10) According to luck . . . possibility of meeting boat in Haifa.

May 27, 1971

- 11) There will be a phone in the central office ((o2) 39759). This person will also keep the records up to date.
- 12) Bullhorns will be purchased here and taken over to Israel.
- 13) Staff meeting with Rabbi Friedman on July 2, 1:30 PM at Jewish Agency in Tel Aviv.



June 20 9:30 AM first staff meeting (probably in Jerusalem)

June 21 - 24 staff will take private Joshua tours

June 27 - August 19 Joshua desks will be open

July 4 - August 19 Joshua tours will be operating

August 20 last day of work for staff members.

Get daily it heray

Gave copy to Stenkhalis



March 22, 1971

MINUTES OF MEETING CONCERNING OPERATION JOSHUA
MARCH 18, 1971

Present: Sam Abramson ✓
Melvyn Bloom
Mike Kresky
Mo Lebowitz
Ruth Sherman

At the meeting Mo Lebowitz presented his poster sketches, and the following points were discussed:

- 1) It is important to emphasize the slogan "Scout the Land."
- 2) We should try to use a photographic treatment regarding the poster, something which embodies the spirit behind Operation Joshua.
- 3) A search will be made for such a photo or photos which will then be given to Mo so that he can develop the additional poster ideas.
- 4) M. Bloom suggested the promotion of Operation Joshua should be heavily stressed in April and May.
 - a. Releases should be sent out to all federations.
 - b. Releases should be sent out to the Rabbinical Division.
 - c. Releases to travel trade press (playing down UJA and emphasizing student travel).
 - d. Releases to Avram Zvi who produces a special bulletin for travel agents.
 - e. Information sent to government tourist office.
 - f. Posters should be placed in all El Al offices in America, travel offices, given to every Hillel house on campuses throughout the country and perhaps also placed with the Israeli Student Organization in America and Canada.
- 5) Discussion of use of radio spots throughout the country on college campuses.
- 6) International Herald Tribune - comparison of costs to see whether it's justified to do again this year.

7) Budget must be worked out realistically.

It was noted that 3,000 people took part in the program last year and our aim this year is to more than double this number.

In connection with promotion, Mo Lebowitz will work on several new ideas, once he has been furnished with suitable photographs of Israel and young people in Israel.

RS/ac



MEMORANDUM

Date March 22, 1971

To Mel Bloom

From Mike Kresky

Subject 1970 Advertising Rates,
OPERATION JOSHUA

The following figures represent expenditures for advertising for three months of last year in the Jerusalem Post and the International Herald Traveller:

Jerusalem Post (2 columns, 140 lines)

June: 4 times

July: 8 times

Aug: 6 times

Each Insertion: \$50.00

Total: \$900.00

International Herald Traveller (2 columns, 140 lines)

June: 2 times

July: 4 times

Aug: Once

Each Insertion: \$289.00

Total: \$2023.00

cc: RS

SA

MEMORANDUM

Date March 17, 1971

To Mel Bloom

From Mike Kresky
Ruth Sherman

Subject OPERATION JOSHUA

The following items were discussed during a meeting on March 8th in connection with all phases of Operation Joshua and promotional materials needed for the program. Present at the meeting were Sam Abramson, Mitchell Gold, Bob Weiner, Mo Leibowitz, Ruth Sherman, and Mike Kresky.

1) Development of Distinctive Operation Joshua Logo

This assignment was given to Mo Leibowitz in connection with developing an effective poster to be used in connection with this program. This logo can then be used on all other materials relating to Operation Joshua. Mo was briefed as to the spirit of the program, and legal restrictions as to dimensions of the posters to be used. All at the meeting agreed that only one poster should be developed for use in America, Europe and Israel. Several Hebrew words will be incorporated into the poster to universalize it. It was also agreed that copy concepts will be developed once Mo has delivered the basic roughs on Thursday, March 18th. Students would like to keep the "Scout the Land" theme, and defined the spirit of the program as being an inexpensive, in-depth tour of Israel, giving them a special perspective on the country and its problems. It would be limited to those of college age, and includes the bus trip, one meal and a special meeting with Israeli officials held every Thursday during the duration of the program.

2) Other Materials Needed

- a. Tickets - double-perforated, as per attached sample.
- b. Flyers - using basically same art as posters.
- c. Itinerary - a one-sheet, simple in form and text.
- d. Control Card and corresponding mimeographed sheets for participants information (to be filled in at info booths) - card and sheet would basically contain the same information: Name, home address, school (1971-72), school address, telephone numbers (home & school), days on Joshua program, tour numbers, city they departed from; how they heard about Operation Joshua.
- e. Daily Control Book - for keeping individual worker counts on tickets sold.

- f. Miscellaneous - (still to be discussed further)
 - Rubber date stamps for control purposes (for both daily & Thursday dates).
 - Banners for booths (also can be basic poster design adapted).
 - Logo-imprinted notebook (scratchpads) for participants.
 - Buttons.

3) Operational Timetable

a. Early Spring (about April 15th)

- 1-Placement of posters on American campuses.
- 2-Ad in Village Voice (if approved).
- 3-Flyers to campaign chairmen.

b. Pre-Summer (early June)

- 1-Posters in Europe
- 2-Flyers generally distributed.
- 3-Posters and info to American Express offices, El Al, SOFA, Hotels, offices booking charter flights, etc.
- 4-Ads

c. Summer (Mid-June)

- 1-Posters in Israel
- 2-Ads in Jerusalem Post

d. Throughout Program

- 1-Ads 2 times a week in International Herald Tribune
- 2-Ads in Jerusalem Post 2 times a week from last week in June until mid-August (it is advised to try to get in weekend edition).
- 3-Information Booths - three are to be in Jerusalem, two in Tel Aviv; there will be at least two people per info center (there should be a booth at the Government Tourist Office, one at Hebrew University, one at Jaffa Gate). All posters and ads should list locations of booths.
- 4-PR coverage throughout, in close coordination with students.

4) Budget

It was determined that last year's budget ran to about 40 thousand dollars. The budget for this year's program has not been set. Needless to say, this point must be discussed in greater detail.

5) Student Report

Student Coordinating Committee is to submit to Public Relations Department a detailed listing of items their department is responsible for. This list is to be given to Public Relations Department no later than meeting of March 18th.

cc. Sam Abramson
Members of SCCIEF

TICKET SAMPLE

<u>Operation Joshua</u>		
Location of Desks	Thursday Meeting	Bus
1		
2	Admittance	Ticket
3		
4		
5		
Phone:		
<u>Date of Trip</u> Meeting Date		
(stamp)		
<u>City of Origin</u>		
Jerusalem	Tel Aviv	
<u>#000</u>	#000	#000

(ticket has to be numbered each part)



MEMORANDUM

Date April 22, 1971

To Rabbi Herbert A. Friedman

From Mel Bloom

Subject

I talked with David Shenhabi yesterday about locations for the Operation Joshua Information Centers.

He asked me to tell you that with Chaim gone and the amount of traffic he is now handling, he simply has not had the time to firm this up as early as all of us might have hoped.

He now indicates, however, that the following locations are "90% certain", and that he expects to have final word on them about April 27th:

1. Jerusalem
 - a. The Government Tourist Office on Jaffa Street
 - b. The Government Tourist Office near the Jaffa Gate in the Old City
 - c. Hebrew University

2. Tel Aviv
 - a. The Government Tourist Office on the corner of Mendele and Ben-Yehuda Streets
 - b. The sidewalk outside the cafe, which he says you discussed with him.

Kanit

MHB:sjw

cc: Sam Abramson and SCCIEF
Irving Bernstein

Minister will give OK. Tourism returning in few days - new posters can be printed.

HEADLINE

Operation Joshua:

Scout the Land

BODY COPY

Thinking of going to Israel this summer?

You should. But do more than visit. Scout the Land.

Like Joshua and his men, centuries ago.

Get behind the headlines. Go where the action is. Find out what Israel is really like...the people, the places, the problems. Operation Joshua.

You'll see and hear and feel the Israel most tourists never learn about. Kibbutzim along the Beit Shean Valley...newly arrived immigrants from lands of oppression...border settlements and development towns. All for only \$3.00 a day, including transportation and lunch.

You'll meet with a cross-section of Israelis including high-ranking government officials -- civilian and military -- and get the in-depth story from people who know. You'll also get the chance to sit down and talk with Arab students. In short, you'll get to know Israel, not just see it.

more....

Operation Joshua is just for college students. There are four different trips each week from July 4th through August 19th -- running Sunday through Wednesday -- departing from ^{both} Jerusalem and Tel Aviv. Every Thursday there will be a briefing with a top Israeli official -- exclusively for Operation Joshua participants.

Just drop by any one of our Information Offices, ^{on phone} listed below.
We have a table with our banner at:
Come as you are. Anytime. Operation Joshua -- a good trip.

- The Hebrew University in Jerusalem (Overseas Student Office in the Planetarium Bldg.)
- Government Tourist Office, Jerusalem (King George Ave.)
- Government Tourist Office, Tel Aviv (Mendele St.)
- Telephone: (02) 39759

Look for our posters in Europe and Israel.

Operation Joshua: For College Students

February 8, 1971

Mr. Irving Bernstein

Herbert Rosenstein

Cost of Operation Joshua, Summer 1970

I. Bus and Guide Service (Egged Tours)	\$22,581.00
II. UJA Staff Overseas Travel	1,860.00
III. UJA Staff Maintenance	2,707.00
IV. Expenses of Student Volunteers	3,270.00
V. Publicity	
Production of posters	\$1,855.00
Ads for publication in Israel ...	<u>1,432.00</u>
	3,287.00
VI. Photos	<u>326.00</u>
TOTAL	<u>\$34,031.00</u>

HR: jy

cc: HAF ✓

55

MEMORANDUM

Date March 4, 1971

To HAF

From SHA

Subject OPERATION JOSHUA

The following is a resume of our discussion on Operation Joshua, at the last meeting of the SCC.

1. DATES. It was decided that Operation Joshua will begin on Sunday, July 4, and conclude on Thursday, August 19, a period of 7 weeks. It is projected that we will have four daily trips, starting on Sunday, and a meeting with a top Israeli personality on Thursday of each week, for all participants in the week's trip.
2. COST. It was decided that the charge per trip will be ~~\$5.00~~^{3.00}, including a meal.
3. DESKS. It was decided that we have ~~three~~^{two} desks for the sale of tickets in Jerusalem, and two in Tel Aviv. The Jerusalem desks should be located at the Hebrew University, the Government Tourist Office, and at the ~~Jaffa Gate~~. We feel that the GTO and Jaffa Gate are priorities. The Tel Aviv desks should be located at the Government Tourist Office and one on Dizengoff Street, to be open from 5 to 10 p.m. 2
4. PROMOTION. We will advertise in the PARIS HERALD TRIBUNE and the JERUSALEM POST. We will plant some feature stories in the JERUSALEM POST. 2
5. POSTER. The poster is now in the works and should be ready for decision when you return from Israel on March 19. We decided that the poster will be distributed in the U.S.A., Europe and Israel. In the U.S.A., it will go to campuses on April 15th. In Europe, the poster will be displayed in American Express offices and other places to be designated by JDC. This will be done in June. In Israel, it will be displayed in places to be determined, also in June.

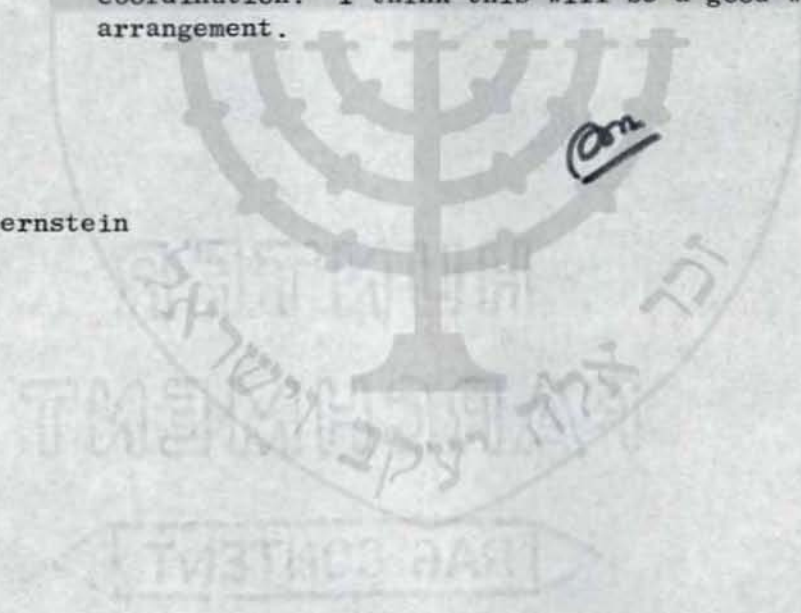
3/4/71
memo HAF

6. CELEBRITIES. We will need outstanding personalities to speak at the seven sessions scheduled for each Thursday of the 7-week operation.

7. PERSONNEL. We estimated that we will need two students for each desk, plus two students to ride the buses. In addition, we will have two supervisory personnel who will also ride buses as often as possible. This will make a total of 14 in personnel if we have five desks as planned. We already have names of 18 students who are interested and are prepared to pay their fares. 12 ✓

8. RESPONSIBILITY. We decided that David Shenhabi should be the Israeli responsible for the operational phase. Bob Weiner will have the responsibility for controlling the money. I would like to suggest that Mitch Gold and Bob Weiner be put in charge of the operation with respect to program and coordination. I think this will be a good working arrangement.

SHA:gh
cc: Irving Bernstein



Operation Joshua

From HERBERT A. FRIEDMAN

- 1) Poster -
 - a.) distribution in U.S.
 - b.) " " Europe
 - c.) " " Israel

- 2) Newspaper advertising H-T, J-P

- 3) 2 ~~interviews~~ mid-summer feature stories
in J-P 1 July

- 4) distribution of posters
a.) in U.S. - ^{immediate} committee
b.) in Europe - ^{15 June} find out from IDK student specialist where to hang
c.) in Israel as June - ^{preliminary} list of places

- 5) program begins Sunday 4 July, continues
till 18-19 Aug. (seven weeks)

- 6) itinerary - see separate sheet - make list
esp. for 7 celebrities.

- 7) money \$5 per day

From HERBERT A. FRIEDMAN

8.) desks = $\frac{J.}{}$ Hebrew U.
Jaffa Gate
Gov't Tourist Office

T.A.

Gov't Tourist Office

Dizengoff late afternoon - early eve location

5-10 pm.

AMERICAN JEWISH
ARCHIVES

9.) Staff:

J. assuming 2 tables in J. = 4 persons
+ 1 bus rider = 5 persons
+ supervisor = 6 persons

T.A. assuming 2 tables in T.A. = 4 persons
+ 1 bus rider = 5

accommodations needed: CV to rent
apartments as required

food allowance: £ 300 per month £ 600
Salary " £ 400 per month

+ local secretaries

From HERBERT A. FRIEDMAN

Operation Joshua

how much to charge - ?

itinerary -

in charge ? } student
 ? } adult Israeli

here -
Pub. Dept.

1. preliminary advertising
 - a) posters - Europe + Israel
 - b) newspapers - " "
2. distribution of posters
3. maintenance of desks

Student Mission

AM
8-5 PM

9 Hours ① JERUSALEM → JERICHO - ARRAMAN - STRONGHOLD -
KIBBUTZ ALONG HOT LINE - JERUSALEM

AM
8-4 PM

Knesset + MK ✓

7-8 Hours ② JERUSALEM - VAD VASHEM ✓ → MILITARY CEMETERY ✓ →
AMUSM ✓
Gush Etzion
Hkfm ✓
AMMUNITION HILL → NEWCOMER HOUSING →
ABSORPTION CENTER (NOT SELECTED YET) → Home

AM
8-4 PM

7-8 Hours ③ TEL AVIV → ~~JDC AGED HOME~~ → HAIFA → ABSORPTION
Pardess Home
Center → MT. CARMEL → USEFFA
and Carmel
Idmit
(DRUZE VILLAGE) → CARMEL MT. ROAD TO
ATLIT → CASSAREA → TEL AVIV.

AM PM
8-4

7-8 Hours? ④ ~~HAIFA~~ → ACRE → TO LEBANESE BORDER TO
ZAREET → SAFED → ~~CARMEL (NEWCOMER~~
HOMES) → HAIFA
Taddei
Chatter Pish
Cachub
Gat
Yad Mordechai - ghetto museum
Avj PSM

2.50 LUNCH

600 PER DAY PER BUS + GUIDE (APPROX.)

✓ ON THURSDAYS - MEETING AT 5:00 OR 6:00
WITH NATIONAL OFFICIAL OR OTHER KNOWN
PERSONS FOR THOSE WHO WERE ON TRIPS
THAT WEEK

SUNDAY'S ITINERARY FOR OPERATION JOSHUA

FOR BUSES LEAVING JERUSALEM:

8:00 Departure

9:00-9:45 Drive via Jericho to Nahal settlement
Arrive for visit at Nahal settlement (Kalia,
Na'aran, Gilgal, Massua) (1)

10:30 Drive to Jordan Valley settlements and Army
stronghold

11:30 ~~Visit stronghold~~

12:00 Visit kibbutzim along the Jordan Valley (2)
Lunch
Return to Jerusalem (3) Syrian cover
stronghold

FOR BUSES LEAVING TEL AVIV:

8:00 Departure

Drive to Nahal settlement via West Bank

10:30-11:45 Visit Nahal (Massua, Gilgal, Na'aran or Kalia)

11:15-12:30 Leave for Jordan Valley settlements and army
stronghold

12:15-1:30 Visit stronghold

1:00-2:00 Visit kibbutzim along the Jordan Valley

3:30 Return to Tel Aviv

MONDAYS

FOR BUSES LEAVING JERUSALEM:

8:00

Departure

Drive via the West Bank

~~9:00~~

①

Visit JDC/Malben

- Parden Chanan, Zichron Ahtit

11:00

②

Visit Absorption Center and meet with newcomers

12:00

Drive to Haifa for visit and lunch

Drive to Beit Shearim and visit excavations

Visit a Bedouin settlement at Bosnat

Return to Jerusalem

FOR BUSES LEAVING TEL AVIV:

8:00

Departure

9:30

Visit JDC/Malben

11:30

Visit Absorption Center and meet with newcomers

12:30

Drive to Haifa for visit and lunch

Drive to Beir Shearim and visit the excavations


Visit a Bedouin settlement at Bosnat

Return to Tel Aviv

TUESDAYS

FOR BUSES LEAVING JERUSALEM

8:00 Departure
Drive to Ashkelon

9:30 Visit Absorption Center at Ashkelon and meet with newcomers 

10:30 Leave for visit to Yad Mordechai

11:00 Visit Yad Mordechai
Lunch
Return to Jerusalem via Kiryat Gat and Lachish
(Visit and briefing)

FOR BUSES LEAVING TEL AVIV

8:00 Departure

9:00-9:30 Drive to Ashdod/Ashkelon
Visit Absorption Center and meet with newcomers

10:30 Leave for visit to Yad Mordechai

11:30 Visit Yad Mordechai
Lunch
Leave for Kiryat Gat and Lachish region
(Visit and briefing)
Return to Tel Aviv

WEDNESDAYS

FOR BUSES LEAVING JERUSALEM

8:00 Departure

8:45 Visit Gush Etzion
Explanation of Battle of Halamed He

9:15 Leave for Kiryat Arba (Jewish settlement of Hebron)

10:00 Visit Kiryat Arba

10:45 Return to Jerusalem via Bet Lechem

11:30 Visit the Mount of Olives, Mt. Scopus, Ammunition Hill

1:00 Lunch

2:00 Visit Yad Vashem and the Military Cemetery
Meet with Israeli officials

FOR BUSES LEAVING TEL AVIV:

8:00 Departure for Jerusalem

9:45 Drive via Netiv Halamed He to Gush Etzion
Visit Gush Etzion

10:15 Drive to Jerusalem via Bet Lechem

11:30 Visit Mount of Olives, Mt. Scopus and Ammunition Hill

1:00 Lunch

2:00 Visit Yad Vashem and the Military Cemetery
Meeting with Israeli officials

5:00 Return to Tel Aviv

MEMORANDUM

Date September 17, 1970

To HAF
From MAS
Subject Operation Joshua

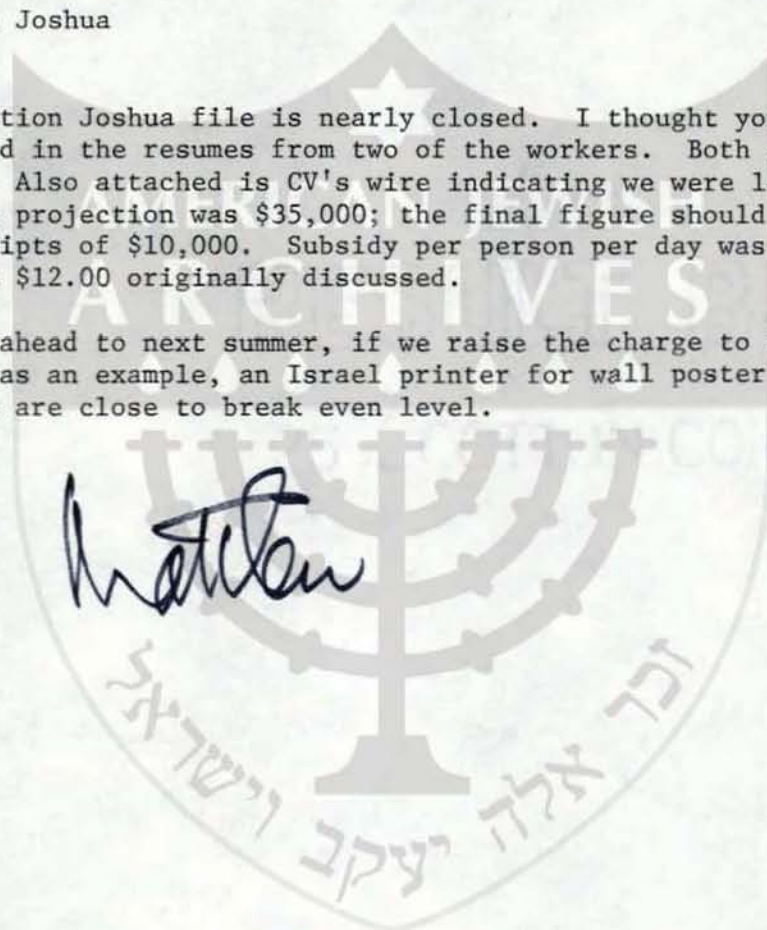
The Operation Joshua file is nearly closed. I thought you would be interested in the resumes from two of the workers. Both girls have good insight. Also attached is CV's wire indicating we were lower than budgeted. The first projection was \$35,000; the final figure should be under \$30,000 with receipts of \$10,000. Subsidy per person per day was \$6.00 rather than \$10.00 to \$12.00 originally discussed.

Thinking ahead to next summer, if we raise the charge to \$5.00 - \$6.00 and utilize, as an example, an Israel printer for wall posters, and trim other items, we are close to break even level.



Martin

cc: CD
IB



M. Simon

WOLFE Via WU



UJAPPEAL62911

16.9.70

FOR BERNSTEIN C/O UJAPPEAL NEWYORK

RE PAUL MARCUS RESERVED 1 DOUBLE HILTON 1 THROUGH 7 NOVEMBER STOP
 EXPENSES FOR OPERATION JOSHUA WERE AROUND TWENTYFIVE THOUSAND
 DOLLARS STILL NEGOTIATING BILLS AND HOPE TO HAVE MORE
 REDUCTIONS

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OPERATION JOSHUA 1970



Deborah Lopes Cardozo
Jerusalem

OPERATION JOSHUA -- 1970

It is virtually impossible to assess Operation Joshua in terms of its having been a failure or a success. The Operation opened so many new vistas in terms of college leadership and UJA's global goals that from any point of view one could dare call it brilliantly successful.

Assessing the program according to its originally projected goals, i.e. college contacts for regional campaigns and general education of college youth as to UJA appropriations and the importance of financial aid to Israel, the contacts were established, channels opened and confrontation with the political issues generally direct. There are two vital points that must be made, however. In the future, students should be briefed on the structure of UJA and the programs of college leadership. Many students expressed a direct interest in working for campaigns (which was duly noted on their personal files) and seemed eager for more tangible information. I must add that ironically, one cannot deny the fact that Joshua - as-pilot-program reached maximal success as a front. Nonetheless, directions always pay off. Secondly, in the future, guides should not be hired from Egged but as recommended individuals from the Ministry of Tourism to be briefed intensively on UJA doctrine so that they will be responsible only to our program.

The concept of day tours filled such a perfect void that unwittingly we received many fringe benefits. For some students we proved to be the only organized look they got of Israel. For others, we were an American Face, Central Information Center and a Student's Best Friend. The camaraderie on the bus and the frenzied American self-flagellation and comparison of notes alone made the tours worthwhile. Psychologically, these aesthetic and immeasurable factors were keys to our success.

I feel that precisely these factors could have been exploited to an even greater extent. Although I cannot gainsay the success of one day Scout the Land Student Tours, the main criticism of participants was that every tour (with

the possible exception of Massada) was essentially the same: View of a border, discussion of occupied territories at a Nahal settlement, View of an absorption center and a long, long busride home. And yet despite the trying trip and the anti-climatic return ride one statistical fact is clear: more than of the participants took all four tours, despite their repetitiveness.

To me, this points to an almost inevitable plan - Operation Joshua expanding to cover a week's tour scouting Israel from border to border, as a supplement to a similar schedule of day tours. I am convinced that the problem of overnight accommodations can be cleared if we realize that most of the students would have been willing (and were certainly capable of) paying double the amount for a single day tour.

As long as we undersell other tours we can be guaranteed a monopoly on the American student tourist, especially one limited in time.

Carrying this idea further, I might add that these weekly tours may not necessarily be for everyone. They might be advertised and offered at a premium to potential leaders and Joshua 1970 participants who proved responsive to UJA during the year. The weekly tours would then be a sub-division and screening front for the College Leadership Tour, while the one day tours, in turn, would screen for '72 weekly tours, etc. This system would strengthen UJA's ties to both individuals and communal leaders on campus.

Getting back to 1970 Operation Joshua, there were some obvious faults that, however minor, should be enumerated. As I hinted above, Egged guides on the whole were strange bedfellows because they had only a daily allegiance to UJA and an expressed distaste for working overtime. In terms of delivery, many „propogandized“, while others spoke a totally unintelligible English. Visual images made the greatest impact. Guides should be made sensitive to this point. "Propoganda" was one of our greatest pitfalls.

Our Madison Avenue style advertising in the press and on the poster was a definite mistake (though the picture on the poster should undoubtedly be kept). In the future, we should put an age-limit on the project, since there are a plethora of sixty year old graduate students coming to Israel. Our offices in the future should be more centrally located and should be equipped with a telephone.

As to the route, Sinai should definitely be reinstated and Thursday seems a perfect slot for such a tour. We should also deliver more in terms of government and military leaders, as promised. As a last word, I recommend we try to force the Ministry of Tourism and ISSTA to recognize our existence (a task that frankly looks as impossible as convincing Nasser that Israel is here to stay!)

I have never worked with UJA and frankly, as active as I was in Jewish college programs in the greater city of New York, I never knew UJA College Leadership even existed. Still, I will be bold enough to summarize by saying that Operation Joshua is probably the most valuable brainstorm UJA college division could ever have dreamed up.

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OPERATION JOSHUA

In measuring the success of Operation Joshua, I think it important to distinguish between the long run and short run goals of the program. Did we succeed daily in sending off four busloads of students on a meaningful tour from which they got a sense of the message that Israel possesses, and by doing this have we established a bulwark of pro-Israel sympathy on American college campuses and created a pool of committed students whose resources are waiting to be tapped? The answer to both these questions in my opinion is a qualified yes. The reason for the qualification is that I think so much more could be done with the program as the potentiality of a program like this is really unlimited. But before going into that aspect I would first like to discuss more fully the fulfillment of the goals as stated before.

In assessing the long-run goal, the hope and the whole reason for the UJA subsidy for a program of this nature, I think that we must first understand the type of student we are dealing with. The majority of young people who come to Israel today are committed psychologically to Israel and its right to exist. They are not the students that you will find aligning with the New Left and the Black Panthers. Those students aren't coming to Israel in droves and so it would be almost impossible to reach them here in Israel. I think a more realistic goal for Operation Joshua should be to give the type of student that does come to Israel the tools which he can use when he returns to his campus in the States. These tools are the ability to go back and define through facts and/or personal experiences the effective anti-Israel propaganda that fills American college campuses today. Did we help the students get a clear understanding of the problems facing Israel today whether it be the refugee problem or the daily problem of living under

constant shelling? Did we make them understand why withdrawal from occupied territories must be tied to a political settlement and did we make them understand the problems facing a Moshavnik at Zarit (Kfar Rosenwald) who has to make a go of it economically? Only by helping the students formulate in their own minds the answers to many of these questions can we hope to create an effective mouthpiece at home and I think we did. I think we were able to convey to the students a little bit of the reality of the daily existential problems facing Israel. By bringing them into the so-called "hot" and occupied areas he was able to decide if only superficially for himself whether what he had heard about Israel is true or not. Now he will be able to go home and answer these questions a little more knowledgeably. A manifestation of this success were the many students who came back to me and expressed a desire to work for the goals of Operation Joshua as they understood them to be. I think that Joshua did give these people the ammunition to work with at home and I think that they will be more willing to open their mouths next time that they are challenged. How successful we were in accomplishing the hoped for end result of the goal remains to be answered in the forthcoming year.

The short run goals involved setting up meaningful tours which convey the message that we were trying to relate. Two out of the four tours in my estimation were excellent - Sunday and Monday. Sunday's tour successfully conveyed the daily predicament faced by the kibbutzim in Beit Shean Valley. With the help of "Czech" a dialogue was set up between the students and an Israeli. The strategic importance of the Golan Heights was understood just by driving through it. Monday's tour touched a different aspect of Israel - immigration at the Absorption Center in Ashdod. There too I think we successfully conveyed a little bit of that facet of Israeli's life. Tuesday's tour is good also except I thought it was a shame that we were in Jerico and we didn't stop at the Hisham Palace and at the synagogue to see the mosaic.

Wednesday's tour is entirely too much driving and not enough seeing. To drive through the entire Galilee in one day and to get off the bus only three times in my opinion is not a good excursion. Because there is so much to be seen in that area, there is absolutely no need for it to be a ten hour bus ride.

The quality of the mechanics of the trip varied from day to day. We ran the gamut of great guides to exceptionally poor guides. For the next year I think it would be worth Operation Joshua's while to take four or five guides who enjoy working with students and who have been briefed in how to handle the many thorny questions that arise and to make them part of the permanent staff of Joshua for the summer. Also better communication between those people that are supposed to meet us at the different places must be established. Too many times the people that we were supposed to meet were not there or didn't know that we were coming. The eating should only be done at places with a Certificate of Kashrut because we have a commitment to those students who do keep Kasher to provide them with certified kasher food. The itinerary for the day should be mapped out in detail for the students before we go so that they know exactly what we are doing for the day.

The office end of Operation Joshua on the whole went well. The selling of tickets, though, should be regulated more carefully so that we don't have a problem of fund discrepancies. Each office should be responsible for a number of tickets and when they have sold that block of tickets and turned in the money they should be given another block. The ticket price should be raised as I am sure that the students could pay \$5 or \$6 per day. The tables could be more centrally located although the universities seemed to have worked out well. If there was some place in East Jerusalem where we could set up a table, I think it would be worth our while as the type of student

that stays in that section is generally the kind that we are most anxious to attend.

The potentiality for Joshua is unlimited. If we could set up a series of lectures dealing with specific problems facing Israel - The Arab refugee problem, or the political and economic position of Israel in the Middle East - and integrate them into our daily programs we would be able to send more knowledgeable people back to the states. Fact sheets about the different areas that we visit could be worked up and distributed as something to be taken home and referred to. Tours into different types of areas - youth villages, technical schools, etc. - could be created in areas to give the student an even broader perspective of the programs found in Israel. Tours that last more than one day if they could possible be worked out (financially and otherwise) would be more comprehensive and effective in terms of our goals. These are the things that pop in my mind now but I am sure that there are countless other excellent and feasible ideas which could be employed. Operation Joshua for its first year was a fantastic success. It fulfilled a great need here in Israel and helped the American student who participated understand Israel a little better. There is no doubt in my mind that it should be recruited next year in bigger and better form.

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TO UNCLE TOM AND OTHER SUCH JEWS

M. Jay Rosenberg

It is becoming increasingly fashionable in certain left-wing Jewish circles to put down everything Jewish. These Jewish leftists, still hung-up because they were not born Protestant, find that they can glibly resort to anti-Jewish stereotypes today without being referred to a good psychiatrist. It is now quite acceptable for the Jew to attempt to ingratiate himself with the goyim by condemning what he has always been ashamed of. It's a sad sight.

We are living in a time of exploding nationalisms. The blacks in America are the first to abjure the idea of assimilation, to realize the inherent lie in the concept of melting-pot. Through black nationalism has developed a new black pride and hence the ticket to liberation.

Today's young American Jew is a good bit slower. He desperately wants assimilation; Jewishness embarrasses him. He finds the idea of Jewish nationalism, Israel notwithstanding, laughable. The leftist Jewish student is today's Uncle Tom. He scrapes along, demonstrating for a John Hatchett, ashamed of his identity, and obsessed with it. He cannot accept the fact that he is seen as a Jew, that his destiny is that of the Jews, and that his only effectiveness is as a Jew. But he wants to be an "American," a leftist American, talking liberation and aspiring WASP. He is a ludicrous figure.

RELEVANCE TO THE STRUGGLE IS AS A JEW

He joins black nationalist groups, not as a Jew but as a white man. His whiteness, his precious whiteness, is too valuable to him for it to be relegated to a secondary position. He does not understand that his relevance to the black struggle is as a Jew and a fellow victim of endless white exploitation. He can comprehend the black struggle but only in the context of his own. His involvement in these black nationalist organizations make him a living lie. Blacks don't need his white leadership and they don't want it. The sad fact is that the Jewish Tom is an inevitable product of American civilization. But it is time that he realize that he, not today's black, is the invisible man; he, like yesterday's Negro, wanders in a no man's land.

The Jew can be an ally of the black liberation movement and he should be. But first he must find himself. He must realize that his own struggle for liberation is a continuing one, that he too has much to fear and also much of which to be proud. The miracle of Israel, a national liberation deferred for 2000 years, should be his inspiration. The Jew did it alone, as the black knows he must, and he did it with guns.

Therefore, it is as a Jew that I must accept black nationalism. The black militants may or may not be the equivalent of the Irgun and Stern gang, but surely the parallel is there. The Jewish war of national liberation is different from that of the blacks of the Viet Cong only in that the

Jews are closer to success, but what was won by Jewish fighters on the battlefields of Palestine will not be lost by Jewish moral cowards here in America. The black revolution also will succeed, but when it does the blacks will lose all their white "friends." They will be called "anti-progressive." They will be labelled the aggressors. If they win again and again, they will be called "oppressors." As he does now, the black will surely stand alone.

WHAT TO LEARN FROM THE JEWISH EXPERIENCE

He can learn this much from the Jewish experience. When they slaughtered six million of us, the good people offered us sympathy, and nothing else. They uttered brotherly noises. It was when the fighting Jew arose from the blood and ashes of Europe that we began to lose our friends. The world began to accept our national existence but was prepared to mourn our imminent demise. Who can forget those "glorious" days before the Six Day War. All over the world good people demonstrated for Israel. One can almost picture the left's reaction to the death of Israel: never-ending sympathy rallies, leftists wearing the Star of David on black armbands. Israel could have come to represent the fight for freedom, the struggle to exist. Her people, driven to the sea, could have been martyrs. It would have been beautiful. But Israel won the war and in so doing she lost her "friends." Because she survived, she shall be punished.

But that is not the issue; the absurdity of the left's anti-Israel position can be taken up on another day. The issue is one of Jewish pride. All those Jewish students who whisper the word "Jew" and lower their heads when a Philip Roth story is discussed in a literature course, the Mark Rudds who are prepared to die for the Vietnamese, the Biafrans, the Greeks, and the Czechs yet who reject Israel -- these are our Uncle Toms (let's call them "Uncle Jakes") and our shame. The Jew must accept his identity, he's not just another white man. It's time he realizes he's a Jew, and he'd better accept it. Many Jews are quick to criticize blacks for being impolitic enough to call us Jews in public. But that is what we are. From Hillel Club to the New Left is a short jump. And the inevitable jump back, by the Jewish Tom, is even shorter. A man who cannot accept his own identity is a hypocrite and a liar when he pretends to accept someone else's.

MASADA WILL NOT FALL AGAIN

Black nationalism and Jewish nationalism will exist concurrently. To accept one you must accept the other. The black is America's Jew; a common fight must be waged. And yet when some black spokesman tells us we are poisoning his childrens' minds, when he calls us kikes, we must see him for what he is. Then he is just another goy using the Jew, the available and accepted victim, as scapegoat. We must then fight him as well. That's the way it must be. We shall scrape for no one.

And thus from this point on, I shall join no movement that does not accept and support my peoples' struggle. If I must choose between the Jewish cause and a "progressive" anti-Israel SDS, I shall choose the

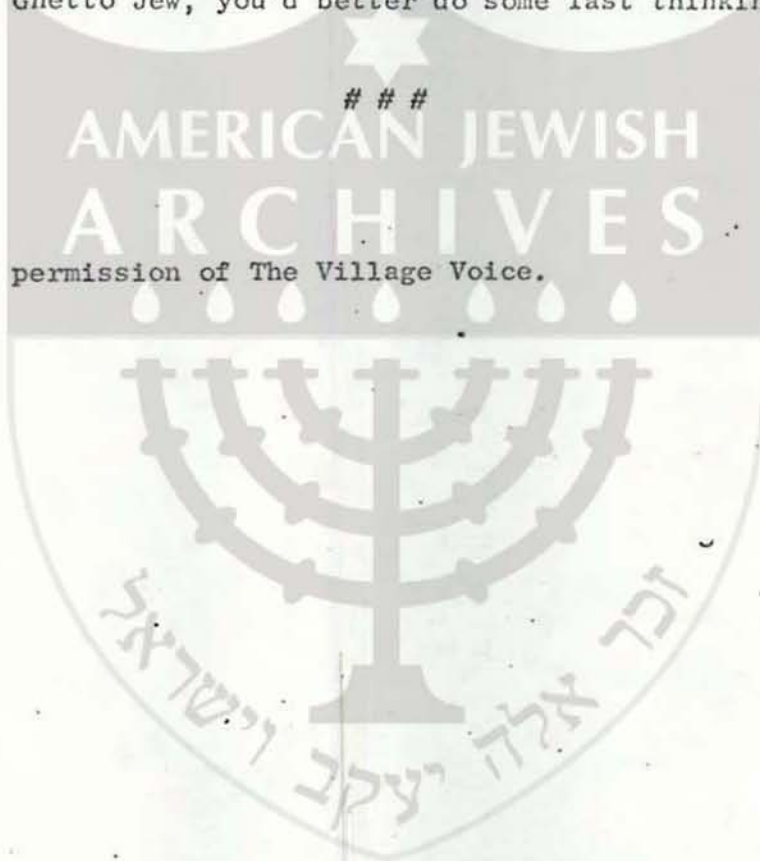
Jewish cause. If the barricades are erected, I will fight as a Jew. Not arbitrarily, not in support of the UFT, but in support of myself. In the final analysis, Mark Rudd and Albert Shanker will be on the same side -- that's the lesson of the last 30 years. It will be learned.

It has been written that after "the death camps, we retain but one supreme value: to exist." Masada will not fall again.

There is still time, but the burden of proof is not on the Jewish nationalist, it is on you. You who reject your identity and do not realize that it follows you wherever you go. You who are so trapped in your Long Island split level childhood that you can't see straight. You who fight everything you are -- and against the one element that gave you your goddam social consciousness: your Jewish social idealism. In the aftermath of the crematoriums, you are flippant. After Auschwitz, you are embarrassed. Thirty years after the holocaust, you have learned nothing and forgotten everything. Ghetto Jew, you'd better do some fast thinking.

AMERICAN JEWISH
ARCHIVES

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Operation Joshua

1290 Avenue of the Americas, New York, N.Y. 10019 • Plaza 7-1500

Suite 2900 • Cable Address: UJAppeal, New York

October 19, 1970

Dear Fellow Student,

You may remember me as one of the students who directed Operation Joshua in Israel last summer. The point of Joshua was to bring as many students as possible into contact with some of the hidden realities of Israel and to promote a better understanding of what her people are. We feel Joshua succeeded to a large extent. Over 3500 students went on our trips in eight weeks of operation.

Now, back here, the Joshua staff and other interested students are working to expand this process. We are currently planning a massive educational program that will cover nearly every major American campus.

The goals of this program are to bring about an expanded awareness of the situation in Israel and the entire Middle East by utilizing speakers, week-end seminars, films, and written material on campus. These vehicles will, I sincerely hope, get away from propoganda and into some well researched and thought out approaches to the realities of the Middle East.

The ultimate goal of this program will be to move into student fund raising, a perhaps foul-sounding word which, after all is said, is the most important thing we in America can do to insure the survival of Israel's people and the continuation of the immigration programs, aid to agricultural settlements, and other humanitarian programs we saw together last summer. Like Joshua, this will be an autonomous student program supported by the UJA.

I need you to be part of this program; if we are to succeed, we will need large numbers of people to organize autonomous campus programs, to help, and to teach. If you believe that the people of Israel must live, you must believe that they can't make it without your help; to remain uncommitted or to do nothing is the same as working against them. Please return the enclosed form and let me know what you will do to help this year. One of us will contact you as soon as possible. I think it will be a very exciting experience for all of us.

Thank you. I look forward to hearing from you.

Sincerely,



Charles K. Ribakoff
Chairman, National Student
Coordinating Committee
Israel Emergency Fund

CKR/is
Encl.

MEMORANDUM

Date October 13, 1970

To RABBI H.A. FRIEDMAN ✓

From RABBI M.H. SIMON

Subject OPERATION JOSHUA

- 1) I attach the resumé's of Mitchell Gold and Charles Ribikoff, without correcting grammar or English usage. The points they make confirm what we have already spoken about. American college kids need an itinerary that emphasizes the humane and humanitarian side of Israel, not to the exclusion of the military, but rather so a balance is maintained.
- 2) The lack of welcome by Israelis at places visited is constant. The one exception was the Beit Shean Valley and that was due to the availability of "Czech". Otherwise, for all the planning, there was an obvious feeling on the part of American students that they were not made welcome.
- 3) We realized that guides would be a problem and they were. We could not exercise sufficient control over the explanations that were given on the buses in two areas:
 - a) the guides vent their own political and national feeling.
 - b) the guides lack an understanding of the specific interests of UJA.
- 4) Lines of communication and control were terribly confusing. David Shenhabi was busy with the Young Leadership and College Missions for all the problems of Operation Joshua. Too little responsibility was delegated to others who may have had more time to worry, if he could not.

If we go into a similar program next year with an earlier start, we ought to be able to generate a program which will give us control over each of the problem areas above. The one remaining question will be, what constitutes an American college student. Here I think we have a good project for the College Division of UJA: to come up with a working definition that is inclusive rather than exclusive.

I have a number of suggestions that I would be more than happy to share with whomever you wish to be responsible for the program. At a time of quota meetings, and dinners for Golda Meier, I do not want to trouble you with details.

MHS/s
Encls.

GOLD

September 20

Dear Matthew,

I have given this critique a great deal of thought. I am writing it as I look back on the summer experience a month later. Although the project was successful for a first year pilot, I think there is a great deal of room for improvement.

Firstly, I look at Joshua as a project created, designed and almost completely carried out by adults (or the "establishment", as you wish). Although the student staff had some autonomy, quite often their hands were tied by simple ~~xxxx~~bureaucratic complications.

The next point is that Joshua was created to give American students, in particular, answers to questions they might encounter on campus. Three of the four tours were almost exclusively military orientated. This certainly is not the approach to ~~re~~ reaching students today. There are so many human things Israel does that weren't shown.

Also, qualified Israeli officials were not present to have discussions with the students about the problems facing Israel. To have some Israeli pop in a hall to give a short lecture, or to meet the students in the Northwestern part of the country on a dirt road is simply not adequate for dialogue between the ~~st~~students and Israelis. If the answer to this is that Israelis don't have enough time, then I say if they want us on there side, they had better start to understand us and what is needed, or screw them. (This is what they are saying to us with their excuse).

The publicity of the project was a good start in that it taught us (at least me) what might be needed for the next time. The posters were too large and ~~also~~ also too "schmaltzie". Something plainer and cheaper would be more adequate. The posters should be put up in advance one again in Europe and in Israel. I would suggest better coverage in Israel next time. Our newspaper coverage was pretty poor except for the ads which turned out to be pretty successufl. I might suggest that that idiot over in Israel, Fred Greenberg I think, should get off his ass and get some good stories ~~not in the Hebrew newspapers but in~~ in the English ~~papers~~.

My last thought is that if we are to be limited to the number of buses we can use, then we ought to try to get students who are not completely committed to the survival of Israel and the Diaspora rather than the "Yeshiva Bocher" who was, in general, nothing more ~~than~~ than a pain with a ~~2~~ great deal of complaints and problems and who in my educated estimation do very little good for Israel on campus. Although all you adults in the office might think I'm wrong, I would like to say that as a student who has traveled to more campuses and spoken to more students last year than any of the adult executives in the office, I think you are all wrong and the shame of it is that if I'm right, we, who want ~~JUDAIAM~~ Judaism (in what ever form we choose) to survive will be in the dog house 20 years from now if Israel needs help.

This report was meant to be critical. There were some very good points about the project but those I'm sure will be remembered.

It was an enjoyable summer and working experience. Take care.....

Witch →

I. INTRODUCTION

This report deals with four aspects of Operation Joshua 1970: its goals and their importance; how well I felt the program achieved these goals; reactions to Joshua by various student participants; and criticism with recommendations for the future.

This report should be read within the context of the great success that I think Operation Joshua achieved; if it seems overly critical of some aspects of the program, it is only because I firmly believe in the vital importance of Operation Joshua and similar programs; I feel that Joshua, good as it was, good easily be made better.

II. CONCEPTS AND NEED

The necessity for programs like Joshua is well-known. There is a crisis situation on American campuses; on the overwhelming majority of them there is simply no competent Jewish leadership. For many students, Judaism and Israel on campus are represented by the pathetically incompetent Hillel organization, or the myriad of ineffective Zionist organizations. UJA is viewed by many (especially Hillel rabbis) with unabashed hostility. Perhaps the most graphic indication of the problem is that in 1970 some 400,000 Jewish college students raised between \$60,000 and \$80,000 in UJA campaigns; about 25% of this total was raised at 2 campuses.

This problem becomes more involved when students who do have the enough interest to go to Israel leave without ever finding out

what Israel is about. Israel is simply impossible to see if you're travelling by yourself on a low budget. This problem is further complicated by the fact that the Israeli government does less than perhaps any other country to help student tourists. Students hate structured tours, and most existing Israel tours are both expensive and irrelevant ("There's a building and there's a building and there's a building...").

It was the function of Operation Joshua to fill the need for low cost comprehensive tours into areas students would otherwise not get into. Ideally, the students who take Joshua tours will become interested and informed enough to form a core of campus leadership on campus.

Whether or not the program achieved that measure of success will not be known until the 1971 campus campaigns are under way. In any event, the program stirred up a great deal of interest, and attracted large numbers of students. Friends of mine report hearing about Joshua from as far away as Denmark and England; on a late summer vacation trip to London, some 15 people came up to me at different times to say they'd met me on Joshua during the summer. 11 students promised they would start or revise campus campaigns.

There was, however, a severe problem with student mix. Particularly in Jerusalem there were a disproportionate number of Yeshiva students and other religious fraks, many of whom were in Israel for a year or longer. The problem here is two fold: first, although they claim to be totally committed to Israel, as

a group they do less on campus, and are less cooperative, than any other supposedly committed group. I see few signs that this will improve as a result of Joshua (Or anything else) although I will be happy to retract all criticism if it does. Too many of these students told me that they couldn't support UJA because they don't give enough money to Yeshiva, or wherever, for me to have any faith whatever in them. Second, these students have an incredible knack for antagonizing others. Many other students tend to see Israel as a unit distinct from American Judaism, which they associate in negative terms with Miami Beach and Hillel, phrases that these groups seem to represent. To spend 14 or 15 hours with a group whose major concern often seemed the relative kosherness of certified kosher restaurants (or the air conditioning or other crap) was for many potential leaders a negative experience. This problem became more significant later in the summer when all trips were sold out; Yeshiva people would reserve weeks in advance, closing out the hikers and campers we were trying to get, few of whom made plans more than a few days in advance. This problem was most apparent on the Masada trip, which many took simply because it was a cheap way to get to a place they planned to go to anyway. If this seems an unfair condemnation it is only said because these students caused us more problems than any other group, and were for most of us best described as a pain in the ass.

There was a similar problem with Israelis. At first we made a concerted effort to get them to come. Unfortunately, most of them had already seen most parts of the trip and had little interest in

what we had to say about UJA, they talked most of the time that the guides or staff members were talking, a distracting experience. Again, this was a major problem only on the Masada trip.

Student reaction to most trips was very favourable. Especially liked were the briefings, by Check at Beit Sh'ean and the Lebanese border, and by David at Ashdod. In addition, many liked having informed students along to talk with.

Negative comments (excepting those of the Yeshiva freaks) were few, but generally similar. The major complaint was that trips are too long-- on some trips there were 4 hour stretches with no stops. Others complained that they were getting only one side of the story and would like to meet with Arab spokesmen, particularly about the problems and history of the Arab refugees. The guides were in this respect singularly bad, chauvinistic, nearly racist, and oftensimply wrong on factual matters.

In general, however, most students regarded Joshua as an important experience; nearly all found out things about Israel that they hadn't known before. For many, it was the first coherent explanation of the UJA they had heard.

III. PROGRAMMING: ITINERIES AND GUIDES

It is my opinion that the visual aspects of any tour are by far the most important. Standing on top of the Golan Heights says more in about 10 seconds about the importance of the Heights than an hour of lecture.

In this respect the itineraries were not well-planned. There was simply too much unbroken driving for too few important

visual images. In addition, the tours focused overmuch on military matters-- it was kind of hard for us to tell the kids on the bus that Israel is not primarily a military state when 3 of the 4 tours were concerned primarily with military things. The trips should focus more on humanitarian things--MalBen homes, children's centers, Yad Voshem, kibbutz life, and so on.

The guides ranged in quality from mediocre to atrocious. More frustrating, often guides that we recommended not be taken were used again and again.

The Masada trip should be eliminated, as most students seem to get there anyway; the guides did such a miserable job of explaining its importance that it was hardly worth our going there.

IV. PERSONNEL AND MANAGEMENT

While all connected with Joshua seemed to work hard, I am not sure I understand the logic behind hiring a group of people to see tours and UJA in Israel who do not greatly understand the UJA and have rarely, if ever, been to Israel. I am not sure that the girls hired were the best available staff people; I feel that Joshua staff where possible should be recruited from campus leadership or past missions.

The management structure was also not especially noteworthy; I'm still not sure who was in charge of what, and we were often faced with conflicting orders. In addition, although Mitch and I were told we were the equals of everyone, we had to carry a lot of extra weight all summer. For the future, I feel that the

students should have more autonomy, and that the overall program should be under David or Dodo, or another of the Israeli staff.

In addition, the student staff should spend a week or so before trips start going over the itineraries and learning exactly what they are supposed to do.

V. OTHER RECOMMENDATIONS

Offices for next year should be moved away from the Universities and into the cities where they are easier to find and will have more walk in traffic. The airport office is in fact the responsibility of the government--every other European country I've visited has a student center in the airport, and I'm not sure we should assume that responsibility for the government.

Experienced students should be given a higher ranking than students who have not worked with Joshua before.

More lectures and briefings should be arranged for all trips, as these were very successful and most students asked for others.

It should be made clear on posters that Joshua is for people under 25-- it was ridiculous to carry around middle aged people who are never going to be any use to the UJA and are simply trying to save money.

18 July 70

Operation Joshua

1. Sunday -

T.A. - Tulkarm - Jeron }
Jer. - Nablus - Jeron } Afula - Kibbutz in
Emet Bek steam
or Yarden

Ein Ber, (lunch) - up to Golan, Nahal Golan
or Nahal Golan, Kuneita, Golan Bus Yarden,
Tiberias (dinner) - and back

2. Monday

T.A. } added absorp center, Yad Kuddeai
Jerus. } museum, Arad, ~~in~~ (lunch), Messada,
back

3. Tuesday

T.A. - Nablus - Jiftik - Argaman or Masna
Jerus - Jericho, Kuman, Argaman or Masna

4. Wednesday - T.A. } Nazrat Illit (absorp. center) -
Jerus } Gush Halav, Biranit, Zarit
Idmit (as Kibbutz); Nahariya
(dinner) - home.

from Herbert A. Friedman

Joshua - expenses

Advertising

Posters - 1400
Newspapers - 1800
Buttons - 1000

Staff salaries + maintenance

5000

~~Daily~~
Cost of Food & busses for 8 weeks (net after deducting \$3 per student income)

25,600

Number of Students - Units Estimated

~~42,400~~
34,800

2 bus-loads daily

70 students x 4 days = 280 weekly

280 x 8 weeks = 2240

$$2240 \overline{) 34,800} \begin{array}{r} 15.50 \\ \underline{2240} \\ 12400 \\ \underline{11200} \\ 1200 \end{array} = \$ 15.50 \text{ investment per student}$$

ד"ר	ר-א	ר/ה	
4	2	2	28 כ
8	2	6	29 ז
22	11	11	30 ט
14	7	7	1 ז
33	19	14	5 כ
53	13	40	6 ז
49	14	35	7 ט
36	6	30	8 ז
219			

הסוכנות היהודית לארץ-ישראל
 THE EXECUTIVE OF THE JEWISH AGENCY

P.O. Box 92
 JERUSALEM

July 3, 1970

To: HAF & CV
 From: MHS
 Subject: OPERATION JOSHUA

The following are the statistics for the first week of OJ:

AMERICAN JEWISH
JERUSALEM
 ARCHIVES

	<u>Totals</u>	<u>Amer. Jews</u>	<u>1st Encounter Amer. J.</u>	<u>More Than 1st Enc. Amer. Jews</u>
Sun.	2	2		2
Mon.	6	5	1	4
Tues.	11	8	2	6
Wed.	7	5	1	4
	<u>26</u>			

TEL AVIV

	<u>Totals</u>	<u>Amer. Jews</u>	<u>1st Enc. Amer. Jews</u>	<u>More Than 1st Enc.</u>
Sun.	2	2	1	1
Mon.	2	2	1	1
Tues.	11	11	6	5
Wed.	7	6	4	3
	<u>22</u>			

For the second week of the program, the following were agreed upon as office hours, based on the experience of the first week. In two weeks another decision will be made.

Jerusalem	9:00 A.M. to 3:00 P.M.
Tel Aviv	8:30 A.M. to 3:00 P.M.
Lod	11:00 A.M. to last flight

Students will report their reservations for the following day to David Shenhabi and Dodo Cohen, at 2:30 P.M. A second call will be made at 5:00 P.M. It was agreed that students will feel free to make any emergency calls in the evening. It will be the responsibility of students to make the rounds of hostels, cafes and other student centers, to distribute OJ material. The students drafted a leaflet, which has been mimeographed and prepared for their distribution. Itineraries were also mimeographed for wide circulation.

Contacts were made with the Ministry of Tourism, Department of Students and Youth, Mr. Zvi Dagan, Director. After a series of meetings we have agreed to a cooperative effort at Lod Airport. Our desk will adjoin the desk of the regular Information Bureau, and OJ will become the vehicle for giving out student information. The Government, in turn, will support our work through their 24 hour switchboard and refer prospective student tourists to our desk.

After a series of negotiations, an agreement was reached with the Israel Student Tourist Association (ISTA). ISTA will sell our trips in Eilat and Haifa and other student centers, where we have no desk. Each day Mitchell Gold will confirm with ISTA in Tel Aviv their bookings for us. We, on our part, will maintain a one-day program, which will complement the ISTA program.

Most remaining problems relate to letting our presence be known and introducing our program to agencies and services. Once our objectives are known, there has been a large measure of cooperation and support. Additional meetings are projected with student agencies and institutions.

HOW FAR CAN \$3

GO IN ISRAEL?

Operation Joshua set up four low-cost tours designed to give student tourists an intensive and accurate view of Israel and its people. A different tour leaves every day, Sunday through Wednesday, from both Jerusalem and Tel-Aviv. Tours are conducted by certified guides, and feature briefings with knowledgeable Israelis. We can take you to places and introduce you to people you could never meet yourselves.

The Jordan Valley to the Syrian border, Massada, Sinai and the Lebanese border are included. Operation Joshua will conduct tours all summer for \$3 a day (IL10.50), meals included.

You cared enough to come. Now find out what Israel means. For further information, contact Operation Joshua desks at:

1. Lod Airport (next to the Government Tourist Desk).
2. Hebrew University in Jerusalem (Overseas Student Office in the Planetarium Building; bus Nos. 5 or 9).
3. Tel Aviv University (Student Center; bus No. 25).

Or phone us at (02) 39759.

OPERATION JOSHUA
"SCOUT THE LAND"
INTENSIVE TOURS FOR COLLEGE STUDENTS

All tours depart at 8:00 A.M. promptly from both Jerusalem and Tel Aviv.

SUNDAY TOUR:

Leave for Beit Shean (Beisan) Valley along the West Bank of the Jordan River.
Visit a kibbutz along the Hot Line.
Travel to the Syrian border by way of the Sea of Galilee.
Visit a Nahal settlement in Golan.
Return through Tiberias.

MONDAY TOUR:

Leave for Lachish Region and urban development project of Kiryat Gat.
Visit city of Be'er Sheva and newly settled community of Arad, and its
Absorption Center.
Climb Massada.

TUESDAY TOUR:

Leave for Sinai area.
Visit sites of Six Day War, and Nahal Defense Youth Settlement.
Return by way of Yad Mordecai and its museum, Ashkelon and Ashdod.

WEDNESDAY TOUR

Leave for Lebanese border by way of West Bank.
Visit Nazereth Illit and its Absorption Center.
View Lebanon and border problems at Moshav Zar'it.

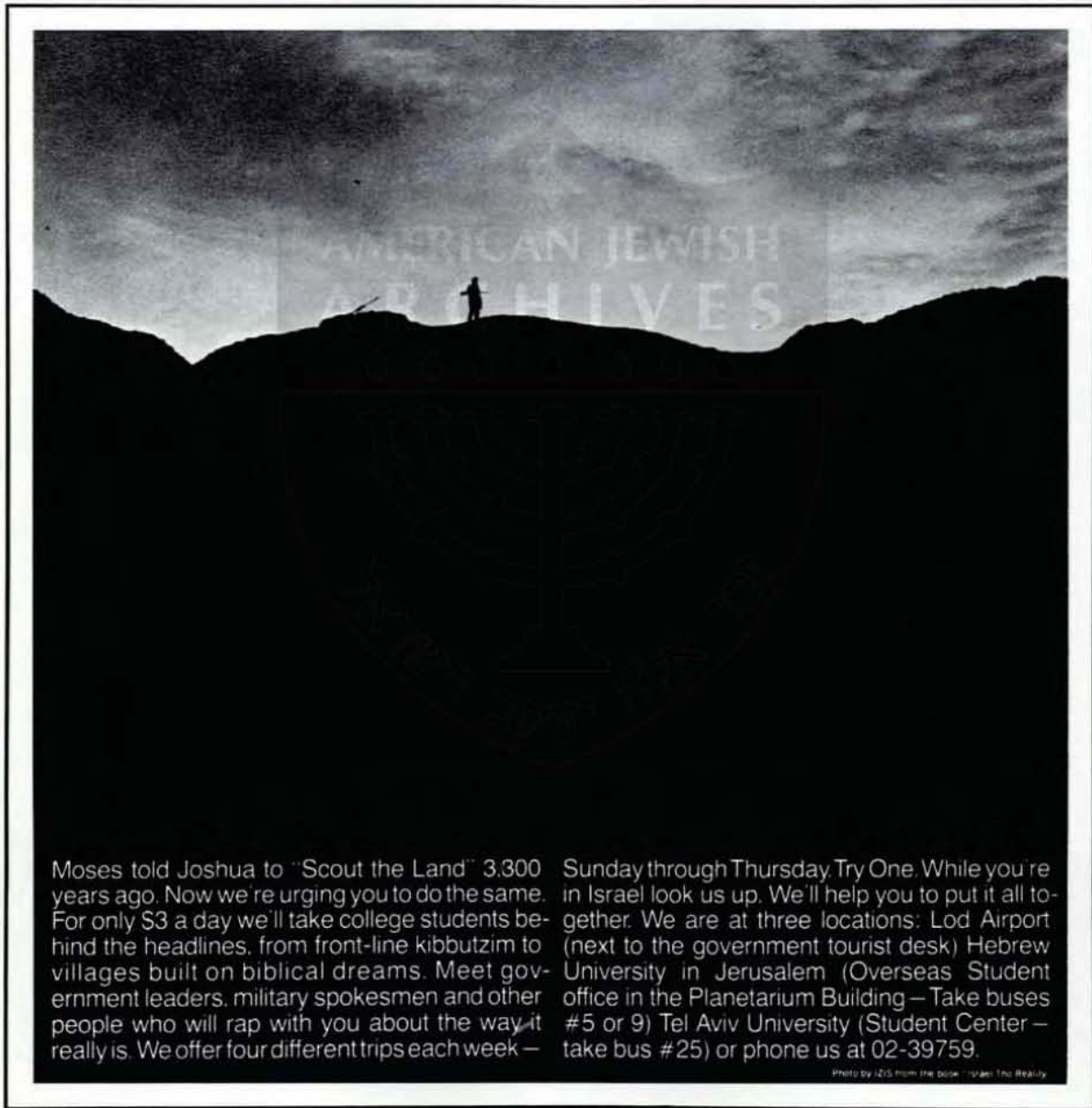
In Jerusalem the tour leaves from the front of Yeshurun Synagogue, King George V St.

In Tel Aviv the tour leaves across from the Tourist Information Office on Mendele St.

Meals are included in the \$3:00 fee.

ISRAEL

"SCOUT THE LAND"



Moses told Joshua to "Scout the Land" 3,300 years ago. Now we're urging you to do the same. For only \$3 a day we'll take college students behind the headlines, from front-line kibbutzim to villages built on biblical dreams. Meet government leaders, military spokesmen and other people who will rap with you about the way it really is. We offer four different trips each week —

Sunday through Thursday. Try One. While you're in Israel look us up. We'll help you to put it all together. We are at three locations: Lod Airport (next to the government tourist desk) Hebrew University in Jerusalem (Overseas Student office in the Planetarium Building — Take buses #5 or 9) Tel Aviv University (Student Center — take bus #25) or phone us at 02-39759.

Photo by IZIS from the book "Israel: The Reality"

Just look for our banner:

OPERATION JOSHUA

for college students

OPERATION: JOSHUA

NAME: _____

HOME ADDRESS: (Street and Number) _____

(City State and Zip) _____

SCHOOL: _____

YEAR IN SCHOOL: Freshman _____ Sophomore _____ Junior _____ Senior _____ Grad Student _____

SCHOOL ADDRESS: (Street and Number) _____

(City State and Zip) _____

CAMPUS ORGANIZATION AFFILIATIONS: _____

DATE OF PARTICIPATION IN OPERATION: JOSHUA _____

ORIGIN OF BUS: JERUSALEM _____ TEL AVIV _____ (Check One)

Pard

Serial #

Local address in Israel

Nazrat Illit -
14 hours
Nabariya

for lunch -
dinner

~~Idmit Zarit~~
Zarit - Idmit

4.

Debbie Cardozo - }
Chas. Ribakoff - }

✓ 8:00
7
8 AM - 7 P

Mitchell Gold } Lydda
Randy Lee } 11⁰⁰ - 11

Judy Schuchel - Tel Aviv
Fred Levick

14 hours

1. Jerusalem - Jericho - Argaman - Mehdla - Einak
Beth Shean (one kibbutz) - ~~Sin Beit~~ [unch] - Golan Hts -
Lom Beit Yaacov - Tiberias - Afula - Jerusalem
Tel Aviv - Netanya - Tulkarm - Jenin - Beth Shean -
continue as Jerusalem trip. 12 hours

2. Jerusalem } - Gat, Beerstaba, Aral, Masada
Tel Aviv } 10 hours

3. Ashdod, Yad Mordecai, Kerem Sholom, Nehel Dikla ~
Sira } 14 hours
- box lunches

milka
non
coffee
shop

TEL AVIV HILTON

חלב
ודבש
הילטון תל-אביב

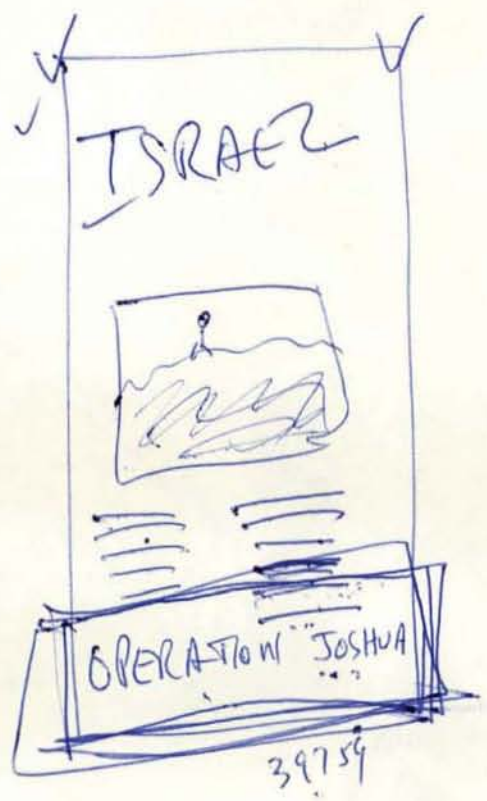


GE

150,000

9 - LA
11 - Chi
12 - east
6 AM - Europe
7 PM

11 112-7



Itineraries
Central control

J-P
 H-F

Name _____
 Home _____
 Address _____
 UNIVERSITY _____
 AGE _____



HAF

UNITED JEWISH APPEAL

ON BEHALF OF UNITED ISRAEL APPEAL, JOINT DISTRIBUTION COMMITTEE, NEW YORK ASSOCIATION FOR NEW AMERICANS

1290 AVENUE OF THE AMERICAS, N. Y., N. Y. 10019

CABLE ADDRESS: UJAPPEAL, NEW YORK

Mr. Alex Gur Arie
 Israel Students Tourist Association
 2 Pinsker St.
 P.O.B. 4451
 Tel-Aviv, Israel

June 5, 1970

Dear Mr. Gur Arie:

Mr. Jurg Frauenfelder, the director of the New York office of S.O.F.A. has suggested that I write you about a program our department is planning for this summer in Israel. I believe it is one that will prove beneficial to both our organizations and to the State of Israel.

We will offer students, who are not part of any structured program, an opportunity to see Israel and UJA funded installations on one day bus trips. Present plans call for four different day trips being offered each week. We will provide on each bus a guide and a knowledgeable student who can intelligently answer any questions the visitors may ask. Two busses will leave at 8:00 A.M., one from Tel-Aviv and one from Jerusalem. Lunch and dinner will be provided. The cost of a ticket will be \$3.00 around ten pounds for the day. Registration desks for trips will be set up in the Students Union of the Tel-Aviv University; at the office for Overseas Students at the Hebrew University and at Lod Airport.

We would be very happy to instruct our staff to pass on information about your longer tours and about the Youth Center at Hof Dor if you will provide us with brochures. I understand that your representatives meet each of the S.O.F.A. flights and present participants with an information kit concerning youth hostels and activities. I would appreciate it if some kind of announcement, which my department would provide, about our day trips called, "Operation Joshua" could be included in this kit. In addition, I would, of course, like to have a poster or two placed in strategic locations in your facilities, if you are amenable to the idea.


Because of the short time we have to publicize this program I would deeply appreciate your cabling a reply to me. My cable address is:

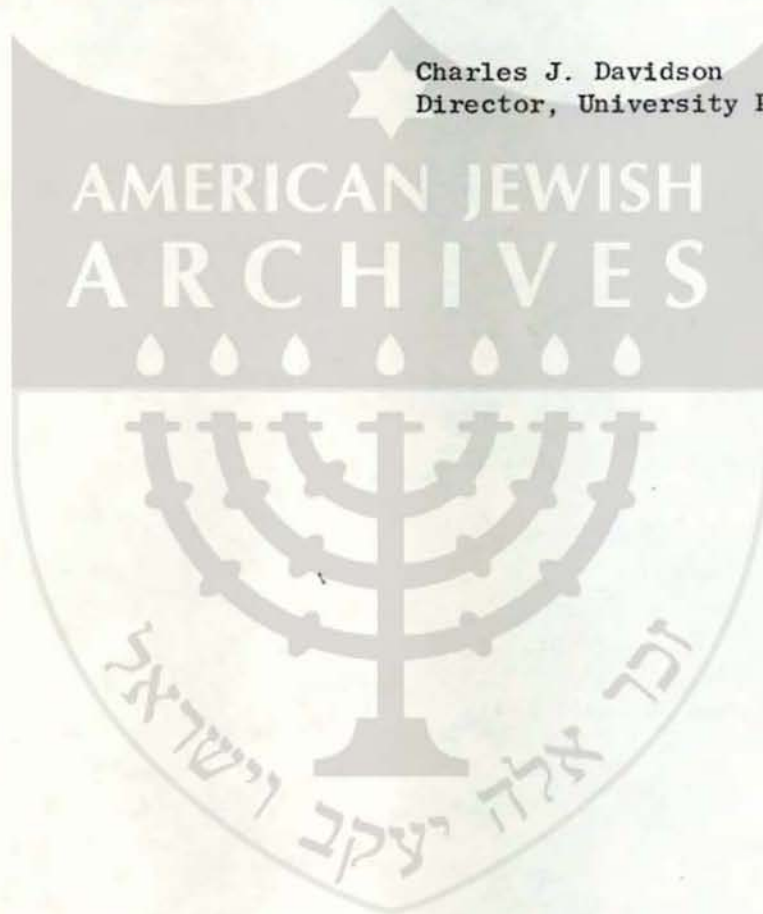
DAVIDSON
 UJAPPEAL
 NEW YORK

I will be in Israel from July 8th to August 14th and will certainly call on you while I am there. For further details regarding "Operation Joshua" or to answer

any questions you may have please call Mr. Chaim Vinitzky at 02 392 80
in Jerusalem. I look forward to hearing from you.

Sincerely yours,

 Charles J. Davidson
Director, University Programs



CJD/is

cc: Mr. Chaim Vinitzky

March 20

THE JERUSALEM

Israel on \$1 a day in buses and tents

Jerusalem Post Reporter

HAIFA. — "See Israel for a dollar a day" — under this slogan, the Camping Association and Egged are launching next week a New scheme that will offer visitors "the thriftiest holiday on the market."

Mr. Gershon de Hass, chief architect of the country's camping sites — 13 between Kiryat Shmona and Eilat — announced yesterday that Egged will offer holders of foreign passports \$10 tickets entitling them to unlimited transport during 15 days on all its urban and interurban routes, from Golan to Sinai. At a fraction of a dollar, the travellers can spend their nights at any of the 13 camping sites, that will open for the season next Wednesday. The Egged offer is not open to Israel citizens, Mr. de Hass explained.

Though campers in Europe had been warned that the season in Israel would open only on April 1, a few had already arrived and were being accommodated at the camps. Israeli campers pay IL2.50 a night, (children up to 15 pay IL1.50) in a tent.

The tents are equipped with electricity, chairs, table and a small wardrobe. Sheets are available at extra cost. Every site has an office and telephone, is guarded day and night, has all sanitary installations, showers and washrooms, plugs to the electricity system, garbage collections and bus links.

The camp site at Kiryat Tivon accommodated 4,000 persons last year, over a third of them from abroad, with Holland, Germany and France heading the list. The camp already has bookings, among them a meeting of World War Two partisans and a 35-man group from Holland.

Under the management now of the Hava Nagila company of Haifa, the camp offers its guests free admission to the swimming pool across the road. A stay at one of the bungalows (three to four beds) costs IL6 per person, and with three meals a day IL16. A baby-sitter will be provided for in infants.

The Kiryat Tivon camp occupied a 30-dunam site, one-third of it lawn, with trees for shade. It was developed by the Local Council at an investment of IL250,000 with the help of the Tourist Ministry. The camp restaurant, last year run by two Italians, has been "naturalised" and provides diets more popular with the Israelis than spaghetti and pizza.

How many Israels did you see today?

There are more faces to Israel than the one you've seen today. If your bag is cosmopolitan night life you can find it. If your bag is Biblical archaeology that's here too.

But if you want more than generalizations about this country we can help you put it all together. When you see Israel our way you trip behind the headlines. You get into what's really happening and meet the people who are making it happen.

And you do it for \$3 a day (meals and transportation included) if you're a college student.

We have four different trips to take you from front-line kibbutzim to villages built on Biblical dreams . . . to introduce you to government leaders, military spokesmen and people who will rap with you about the way it really is. Each trip leaves on a different day of the week and we are running them in weekly cycles beginning Sunday, June 28th.

We are at these three locations: (1) In Tel Aviv at Lod Airport (Next to the Government Tourist Desk), (2) In Jerusalem at the Overseas Students Office in the planetarium building of Hebrew University (Take buses 5 & 9), (3) Tel Aviv University Student Center (Take bus 25). Or Call (02) 397-59.

Just look for our banner:

Operation Joshua

for college students

Students: If you dig Europe, wait until you get to Israel.

Israel is not like Europe. It's not like the U.S.A. It's really something else.

When you see Israel our way, you take a trip behind the headlines. You get into what's really happening and meet people who are making it happen.

And you do it for \$3 a day (meals and transportation included) if you're a college student. We have four different trips to take you from front-line kibbutzim to villages built on Biblical dreams . . . to introduce you to government leaders, military spokesmen and people who will rap with you about the way it really is. Each trip leaves on a different day of the week and we are running them every week beginning Sunday, June 28th.

No matter how you are getting to Israel, look us up when you arrive. We are at three locations: (1) In Tel Aviv at Lod Airport (next to the Government Tourist Desk), (2) In Jerusalem at the Overseas Students Office in the planetarium building of Hebrew University (Take buses 5 & 9), (3) Tel Aviv University Student Center, Take bus 25. Or Call (02) 397-59.

Just look for our banner:

Operation Joshua

for college students

INTL HEZALCO-TRIB 27-28 June 70

OPERATION JOSHUA

הסוכנות היהודית לארץ-ישראל

Number of participants for the first five weeks

המחלקה לכספים

--	--

6	5	4	3	2	1		
				TOTAL	TEL-AVIV	JERUSALEM	
				1	2	SUNDAY TRIP	28/6
				2	6	MONDAY "	29/6
				11	11	TUESDAY "	30/6
				1	7	WEDNESDAY "	1/7
				<u>15</u>	26		
				18	14	SUNDAY TRIP	5/7
				12	40	MONDAY "	6/7
				12	33	TUESDAY "	7/7
				4	31	WEDNESDAY "	8/7
				<u>46</u>	118		
				44	51	SUNDAY TRIP	12/7
				39	43	MONDAY "	13/7
				43	71	TUESDAY "	14/7
				43	65	WEDNESDAY "	15/7
				<u>169</u>	230		
				82	84	SUNDAY TRIP	19/7
				42	137	MONDAY "	20/7
				84	76	TUESDAY "	21/7
				42	83	WEDNESDAY "	22/7
				<u>250</u>	370		
				58	119	SUNDAY TRIP	26/7
				42	85	MONDAY "	27/7
				63	85	TUESDAY "	28/7
				42	74	WEDNESDAY "	29/7
				<u>205</u>	363		
				715	1107		
				85	149	SUNDAY	2/8
				<u>2056</u>	800	1256	

write re
Chas. Smith

40 min.
she was warm
said she asked Friedman for
billions
he said American Jews will
know what to do,
including himself

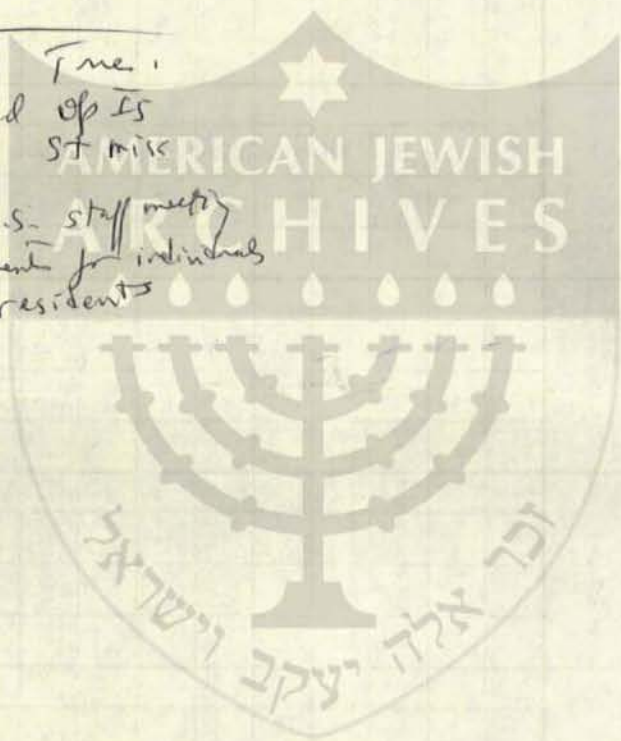
1.99

5.80

3/01

Set CV + OS Time:

- 1) expanded op IS
in ST miss
- 2) guides
- 3) go to U.S. staff meeting
- 4) appointments for individuals
- 5) getting residents



16.66.66

5

OPERATION JOSHUA

"SCOUT THE LAND"

INTENSIVE TOURS FOR COLLEGE STUDENTS

All tours depart at 8:00 A.M. promptly from both Jerusalem and Tel Aviv.

SUNDAY TOURS:

Leave for Beit Shean (Beisan) Valley along the West Bank of the Jordan River.
Visit a kibbutz along the Hot Line.
Travel to the Syrian border (along the Sea of Galilee) via Scafia.
Visit a Nahal settlement in Golan.
Return through Tiberias.

MONDAY TOURS:

Leave for Lachish Region and visit Ashdod and its Absorption Center.
Visit Yad Mordecai and its museum.
Visit the city of Beer Sheva and newly settled community of Arad.
Climb Massada.

TUESDAY TOURS:

Leave for Lower Jordan Valley via the West Bank.
Visit Jericho, Nahal Argaman or Masu'a.

WEDNESDAY TOURS:

Leave for Lebanese border by way of West Bank.
Visit Nazereth Illit and its Absorption Center.
View Lebanon and border. Visit villages or towns along the border.
Study security problems.

In Jerusalem the tour leaves from the front of Yeshurun Synagogue, King George V St.

In Tel Aviv the tour leaves from across the Tourist Information Office, on Mendele St.

Meals are included in the \$3:00 fee.

August 18, 1970

TO : Rabbi Herbert A. Friedman

FROM: Matthew H. Simon

NARRATIVE REPORT: OPERATION JOSHUA

To follow are Joshua Worker Resumes, prepared by the students; a critical analysis of the program, and suggestions for the future.

Operation Joshua was born in a hurry; less than two months elapsed from concept to first busload. This was not an impediment. The nature of travelling college students - the unit to be served - is such, that maximum flexibility is required. Speed created backup and logistical problems: preparing our own staff of full time guides was impossible, student workers were hired overnight, how to distinguish which American students in Israel are returning to the United States or remaining in Israel or European schools was overlooked -- but speed also minimized structure and rigidity, and allowed Joshua to adapt quickly and grow.

Throughout the Winter and early Spring of 1970, UJA was developing the beginnings of an expanded college leadership program under the guidance of Rabbi Charles Davidson. As the Young Leadership Cabinet was to the senior organization, so an enlarged campus program was to future young leadership.

Within current American cultural patterns, the need to be on the campus is critical. The "alienated" student; the "discontinuity of culture" between an older established generation and a generation in experiment; the allure of disestablishment "anti-Israel" expression in the name of "terrorist ideology" -- these and more required UJA to program approaches to its future leadership and constituency, now in college.

With the Fall of 1970 several pilot campus projects were to be inaugurated emphasizing a "total approach" to understanding and meeting Israel's needs; on a broader basis, campaigns were planned for a growing number of campuses, especially those whose Jewish student population has recently jumped into the thousands. Joshua could become a vehicle for exposing overnight a campus generation to the social welfare and security problems of Israel. Through personal encounter and inquiry the student's interest would be tapped and commitment begun.

UJA has the experience of Operation Israel: the positive response generated by touching and feeling a problem, by seeing the possibility of solution if we add our share -- this was an ideal framework for the travelling and inquiring collegian.

The student department of the Ministry of Tourism had indicated that over half the American college students who enter Israel come with no program. This means that perhaps 5000 students chose to come to Israel in 1970 but had no vehicle for exposure to present needs and problems. The potential outreach of Joshua was clearly defined. For most students Israel is a stop on a "tramp" through Europe. They are suspicious of glossy brochures, regimented week-long tours and demands on their freedom. They require an openness to problems, the opportunity to ask questions without interruption, and a sense that honesty animates a program. The internal structure of Joshua was developed in answer to these facts of life. Only day trips were planned. Fellow American students manned the desks -- excepting Lod airport, where an Israeli college student, familiar with travel, immigration and customs requirements was added as part of a two-man team. Three-man teams were established in Tel Aviv and Jerusalem; in the former, at a desk in the Student Center of Tel Aviv University, and at Hebrew University in front of the Planetarium, where the foreign student advisory offices are located.

The informality of the desks, the friendliness of the Joshua workers, enhanced its appeal. The two young men and six young women became specialists in all questions confronting wandering American students. They knew the life-style of their fellow college students and the answers they needed -- cheap hotels, bus numbers, other tours, "how to's" -- in a way unprecedented in Israeli student tourism. The ultimate compliment to Joshua was given by the student department of the Ministry of Tourism. After two weeks Joshua was asked to become a center for general overseas student information and referral.

The workers visited student centers and coffee houses in the evening and "talked up" the program. By the end of the Summer they were able to say that wherever they walked in Tel Aviv and Jerusalem they were known and part of the scene. Within the first ten days of the eight week Summer operation, by the first week of July, the maximum seats available daily were sold out with regularity: two buses from Jerusalem and two from Tel Aviv, at a student budget price of \$3.00, including lunch, and supper on the longer days.

The itinerary was constructed to maximize the student's encounter with the problems that confront Israel, here and now. Four trips weekly were projected: to the four borders of Israel. Joshua was not designed for general touring; it did not conflict with any existing agency or tour.

On Sunday it visited Beit Shean and a border kibbutz, Ein Gev, and the Golan Heights. Monday was originally scheduled as a trip to the Sinai, but student comment indicated that too little new was seen for the time spent. A revision took place: Monday took in the Absorption Center at Ashdod with emphasis on immigration, the Museum of the Holocaust in Yad Mordechai, Arad, and Masada. Tuesday included a visit to a Nahal settlement in the Jerico-Jordan Valley area, the Dead Sea, and the caves at Kumran. Wednesday's trip went to the border at Lebanon, with stops at Zarit (Kfar Rosenwald), directly under terrorist guns, and other exposed communities.

In all strategic areas the UJA staff arranged for security briefings for all participants. This was in addition to the regular running interpretation of the guides. Joshua requested and received from all spokesmen an openness to questions and directness of response. Nothing established a positive atmosphere among students as quickly as the awareness that there was to be no avoidance of sensitive subjects.

Pat answers were rejected. When a guide, for example, expressed a personal "hawkish" position, contrary to Israeli government policy, the Joshua worker present was vocal in challenge and criticism. This attitude allowed participants to feel free to challenge from their own positions.

It was general practice to have one of the three-man team from Jerusalem and one from Tel Aviv ride the buses from their respective cities. The worker moved up and down the aisle answering questions and explaining the scope of UJA work. With the exception of the trip to Masada security requirements restricted Joshua to four buses daily. This enabled the workers to ride one bus out from their home base and the other returning. The guide's microphone was used by the Joshua worker to give an overall picture of the relationship between what was seen, UJA, and the responsibility of American students.

It was clearly stated that UJA thought Joshua important enough to subsidize each person on the bus. In return UJA wanted every question of concern placed on the table. Honesty required a double commitment on the student's part. If the needs of Israel were evident, and if our assistance can make a critical difference in terms of life and security, then on each campus we must accept that responsibility. Further, if propaganda challenges Israel's existence, it becomes our duty to meet the attack with first hand information based on personal knowledge.

Students were told that they will be contacted at school in the Fall and Winter 1970, for their participation in UJA. Acceptance on their part was overwhelmingly positive. Eleven new campus campaigns were actually structured on the bus, and a common response was, "what can I do?" The Joshua workers were repeatedly invited to visit campuses and spark interest, using the participants as the cadre of a UJA campaign.

The test of Joshua's success will be determined in the next six months. If contact is made, and followup is creative, the response can be an exciting venture for UJA. Every participant's name is indexed twice: once by alphabet, and again by campus. We now have access to informed clusters of students at over 50 American university centers.

The Jerusalem UJA office staff, under Chaim Vinitzky, with David Shenhabi and Dodo Cohen, labored long hours to see that buses were ready, guides prepared, and hundreds of problems solved. The itineraries were prepared under their expert guidance. The Summer seminar for American students at Hebrew University, concerned with human need in Israel, required Joshua as the best field study available. A student arriving in Israel reported being told by a departing student in the Rome office of American Express: "Forget everything else; remember Joshua."

The ads in the Paris Herald Tribune and the Jerusalem Post for the first half of the Summer; the signs in European student centers and on kiosks in Israel, were an initial level of contact. But more than these, the energy of our own staff and workers, their spirit and empathy for other students, insured success. UJA and Israel will be the beneficiaries if we now assume the burden of contact and organization.

Informal statistical data


Joshua Participants: Jerusalem 2143
Tel Aviv 1239
3382 Student trip units, not including staff
and guests - then 3500.

87 Buses with guides.
19 Minibuses with guides.

Over 70 Colleges from the world represented.
Over 50 American Colleges represented.

Over 2000 different American students, representing by projected Ministry of Tourism statistics, over $\frac{1}{3}$ of all American college students on independent travel in Israel.

Receipts over \$10,000 toward a tentative budget expenditure of \$35,000.


Matthew H. Simon