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Public relations department. 1969-1973, undated.

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FILE

April 22, 1965

Mr. Irving Bernstein

Raphael Levy

PUBLICITY REPRESENTATIVE IN ISRAEL

The duties of a Publicity Representative in Israel would include the following:

1. Origination and placement of news and feature stories, or ideas for them, with American based foreign correspondents in Israel -- stories which refer to the United Jewish Appeal, and bring out the work which the UJA must still help make possible in Israel, through the Jewish Agency or the Joint Distribution Committee. (The Publicity Representative must be able to institute and maintain good relations with the representatives of the New York Times, Herald Tribune, Time magazine, Newsweek magazine, Associated Press, United Press International, and the Jewish Telegraphic Agency.
2. Maintaining an alert watch (with the help of the Press Information Office and other sources) for visits by writers and "communicators" from important American newspapers, magazines, television networks, and other media, contacting them upon arrival, and offering them services and ideas which could lead to publicity mentions, or stories, on UJA, in their outlets.
3. Feeding suitable material on the UJA to the Israel press, particularly the English-language Jerusalem Post. This material would consist of feature stories, ideas, photographs, and news stories, which help familiarize the people of Israel with the UJA activities, and personals on visitors. Some of this material would derive from releases, either mailed or cabled, from UJA headquarters in the United States. Some of it would emanate from the UJA visitors program.
4. Handling or assisting in handling Mission publicity, including the preparation of releases, speeches, and supervising the taking of photographs and slides with such Missions.
5. Carrying out publicity activities, both in the Israel press and in the United States home town press on behalf of the Community Missions, as directed by UJA National Headquarters in New York.
6. Securing (generally on request from UJA Headquarters in New York) appropriate basic publicity material for campaign use. This would include human interest stories, basic data and information on immigration and absorption (to be secured from Malben, the Jewish Agency, and the Jewish Agency For Israel, Inc.); campaign and advertising photographs (direct the taking of these, if necessary); audio-visual material (including film material and tapes, as requested, or which he recognizes as useful for UJA Headquarters).
7. Carrying out U.S. home town publicity in behalf of UJA visitors of importance from the United States; directing suitable releases, photographs, and related material

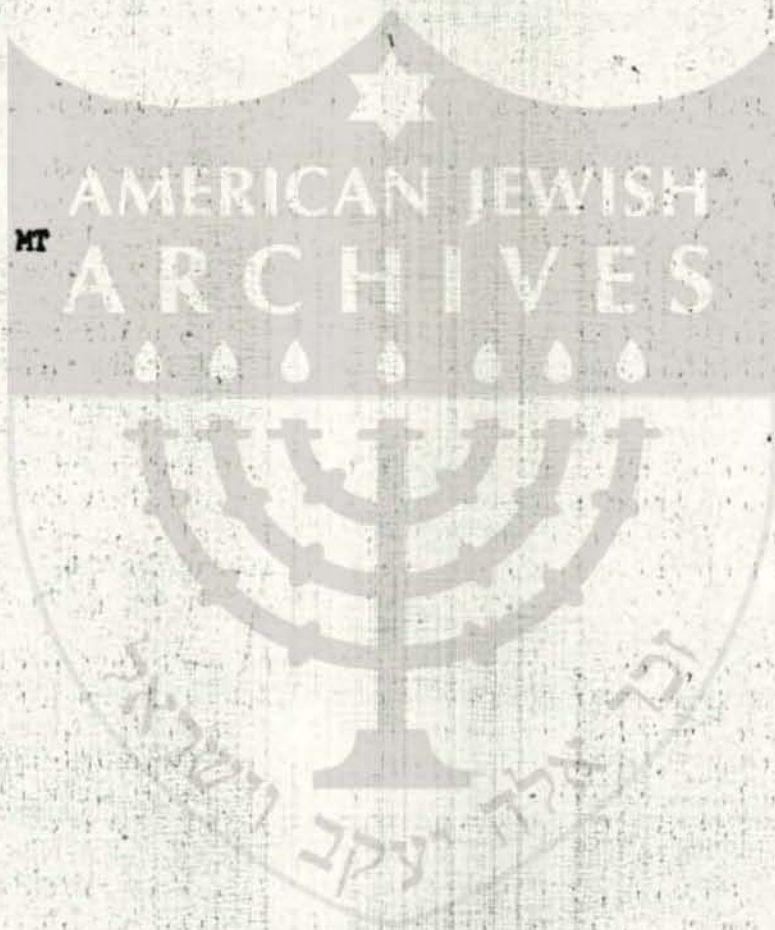
Memorandum to: Irving Bernstein

7. (cont'd)

on their visits to such home town outlets (Welfare Funds and/or local press media -- dependent, largely, upon the arrangements about which the Representative will be advised from Headquarters).

RL:eg

cc: HAF BH MT



MEMORANDUM

Date November 8, 1965

To Rabbi Herbert A. Friedman
Irving Bernstein

From Raphael Levy

Subject UJA PUBLIC RELATIONS IN ISRAEL

Our recent Mission to Israel gave me an opportunity to come to certain fresh conclusions about the way we should be handling our public relations problems in Israel. I should like to bring them to your attention.

1. HIRING A PUBLIC RELATIONS DIRECTOR: I made some attempt to try look into the matter of finding a suitable man to represent us in Israel. I did not have time to explore the situation as fully as I would have liked. Nonetheless, I did go into the matter with Ted Lurie, Al Gottlieb, Victor Perry (who handles MALBEN'S publicity), Diana Lerner, Dick Chesnoff, and others, seeking suggestions as to possible candidates.

The situation seems to be the same as when Irving Bernstein sought to find a man earlier this Spring, i.e. the really good people are already working; the others we don't want. This leaves us just where we were before.

2. A PROPOSAL: The more I think about it, the more I feel the only way we are going to solve the problem is to send an experienced man from here for a period of from three to six months -- both to get the job going -- and to find and train a man to take over for him.

I make this recommendation because I think there are people in Israel -- who with training could take over for us, even though none of them could step into the job right now. I am thinking of two or three reporters on the JERUSALEM POST who might be wooed away from that paper, and some of the people in the Press Information Office.

3. A New Approach to UJA PR: Just as important as finding the right man to do the job, is the need to understand what, as I see them, are new possibilities of doing publicity out of Israel. I think we have the opportunity to do a more successful job than we have ever done -- one which can be of real assistance to the good of increased fund-raising.

First, we have a whole new story at our command -- the Israel Educational Fund story. It is timely, it is positive, and it helps to open the doors again to correspondents and writers, who shy away from writing about UJA per se. When I talked to Jim Feron, of the New York Times -- and paved the way for a first-rate piece from him -- I was able to arouse his interest in UJA per se, by showing its relationship to the IEF, and talking about the education problem.

I received similar strong indications of interest in UJA because of our IEF activities from Marlin Levine of TIME-LIFE, Dick Chesnoff of the New York Herald-Tribune, and NEWSWEEK, Frances Offner of the Christian Science Monitor, Arie

Wallenstein of Reuters, Eliv Simon of UPI, and Eric Gottgetreu of AP.

Three of these people said that "after the election" they might try a feature-type story on the Israel Education Fund, and the UJA. I believe that if I had a month or so in Israel, to work on this problem alone, I could have landed three or four good stories in leading American outlets on the Fund, and the "revived" UJA.

Second -- we now have the possibility of doing the most effective hometown publicity imaginable -- if we will begin to make active use of the electronic communication instruments at our command -- the Telex plus, commercial wire-photo transmissions out of Israel. With some planning we now can move into most American hometown papers -- on a same day basis -- with full stories on every major IEF groundbreaking in Israel, plus pictures.

Thus, when the Schiffman gift was announced in Jerusalem on Wednesday, October 20th, I wrote my story and moved it into the United States to New York (to Sylvia Ashton of the IEF) who immediately moved it on to Detroit. We had it in the Detroit papers on October 21st.

By the morning of October 22nd, Mr. Schiffman, very happy indeed, told me that his children had seen the story in Detroit.

Later on October 28th -- in connection with the Prime Minister's dinner I moved an advance story on Fisher's participation in the Mission for all Detroit papers to Ben Hanft. At the same time, I wired a photograph of Mr. Fisher and Mr. Eshkol directly into Detroit. Mr. Fisher's office tells me that the picture appeared in one of the major papers in Detroit on the 29th.

The special virtue of the Telex and the paid wire photo set-up is that we automatically by-pass the bottle-neck represented by the regular news correspondents (particularly the AP and the UPI in Israel) -- and at the same time get extra acceptance from American outlets because they are getting a good local angle story from overseas -- at no cost to them. The news-wire correspondents have limited news wire budgets. They tend to cover only stories of national importance. Unless great pressure is brought from local sources they do not file stories of local importance.

But there is hardly a newspaper in the United States with the exception of the New York Times, that will turn down a bona fide story with an interesting local angle, which is fed to them gratis by a responsible press man from overseas -- provided it comes in early and on time.

I can see many variations of the use of the Telex:

a. Some newspapers have their own Telexes -- in addition to their AP and UPI wires. Stories can then be wired to them directly, without going through IEF office in New York.

b. Many business firms, with which our contributors are connected, have Telex systems. For example, let us suppose Maurice Saltzman of Bobbie Brooks has donated a school in Israel and is in Israel participating in a groundbreaking ceremony for that school. It would be a simple matter to set up arrangements for our man in Israel to Telex the story into Bobbie Brooks in Cleveland, where Jim Jaffe of the Welfare Fund, or Mr. Brook's publicity man could hustle it over to the papers. All this can be pre-arranged, and the story would get in when and where it counts.

c. The same technique could be applied to important Welfare-Fund UJA Study Missions. Let us suppose that the current Study Mission from San Francisco meets with Mr. Eshkol in his office. A suitable picture and story could be flashed to San Francisco papers for next day publication.

d. Another advantage of the Telex (but not of the wire photo) is that a story can be moved from many spots in Israel. Every large hotel in Israel has an English Telex, and arrangements can be made to send from these. On this Mission I Telexed stories from the Dan-Carmel in Haifa, the Hilton in Tel Aviv and the Jewish Agency in Jerusalem, both externally and internally.

For example, for a week, I pursued Mr. Ebban, and asked him to let me have advance quotes of his speech for Saturday evening October 23rd. He put me off, saying he was too busy. I had made up my mind to do without the story, when on Saturday evening he came into the Dan Carmel at 7:30 and handed me four pages of quotes. I had to move fast, but within an hour I moved a story from Haifa directly into the Jerusalem Post and into ITIM, the Israel Associated Press. At the same time I had the PIO, Tel Aviv, (which has no Telex, but a tele-printer wire) transmit the story up to Jerusalem for use by the American correspondents there. I spent more time getting the PIO to accept the story, then in preparing it.

e. I have been toying with one fascinating possible use of the Telex i.e. preparing certain stories in advance on already pre-cut telex ribbons and bringing them into Israel. Thus, I might carry in a half a dozen pre-typed tapes, simply turn them over to an operator, and let her move them without as much as having to retype the story. This could have been done, for example, on behalf of all seven of our donors to the Denmark School.

f. Incidentally, we should be aware that REVERSE TELEX IS ALSO A POSSIBILITY. As of this moment we can send stories directly from New York into the Jerusalem Post, ITIM, and to several of the Hebrew papers which have an English-Telex (some have only Hebrew Telexes). This possibility can be put to good use in connection with our forthcoming Conferences and with certain community Missions.

I think the above shows some of the possibilities of upgrading our publicity operations out of Israel and giving it a real wallop.

In addition to using the Telex -- particularly in connection with groundbreaking and other important ceremonies -- I am convinced that we can also make broader use of television, particularly for ground-breakings. There are one or two cameramen in Israel who are equipped to do fast news coverage for television. Arrangements can be made to use their services, and get material out to local home town media for air use within two or three days of the event.

4. THE JEWISH AGENCY, INC. PROBLEM: In making these proposals for a stepped up news publicity operation in Israel, I have not taken into account one factor: namely, that the Jewish Agency for Israel, Inc., is still desirous of setting up a publicity operation in Israel which they would control. It is Mr. Hammer's idea that we would work through his office, just as in Europe we work through Sam Jaffe and the JDC office.

I do not think that any such arrangement would work to our advantage. Accordingly, I would like to suggest a counter proposal:

Let us put to Mr. Hammer the idea that he should take on a man for publicity duties but that his duties should consist of digging up and preparing the background material we need for campaigning -- the special stories a'la the "21 Towns" --

human interest material -- Speakers' material -- feature stories -- which can be distributed from here to the English-Jewish press -- statistics, etc.

The Jewish Agency, Inc., man cannot and should not be concerned with the news publicity aspects of the job, the Israel Education Fund, or Servicing Community Missions, or dealing with top American correspondents who come to Israel, etc.

If the Jewish Agency publicity man is given these responsibilities then all that will happen is that there will be a step-up in mention of the Jewish Agency, but little increase in publicity for the United Jewish Appeal.

5. PHOTOGRAPHIC SITUATION: In Israel, I also looked into the photography situation since Ben and I have been getting few worthwhile photographs for campaign purposes, literature and or advertising. I discovered that the reason is a very simple one: none of our top photographers: David Harris -- David Rubinger -- Fred Cszaznik -- are anxious to work for our UJA office in Israel under the conditions of payment which now exist.

As I understand the situation, Mr. Vinitzky must hire his outside photographers on the same basis that the Jewish Agency hires them. The Agency offers a fee of approximately \$27 - \$30 a day. Additionally, The Agency takes away the exposed films ~~negatives~~ and has its lab do its own developing and printing.

However, Cszaznik, ^{HARRIS} and Rubinger, who are all among Israel's top photographers -- and who understand our work -- now command a much better fee than \$30 a day.

Rubin^{er} is on retainer from LIFE and gets as much as \$100.00 a day.

Harris is on retainer from TIME and gets \$50.00 to \$75.00 a day.

All of them get \$50.00 a day minimum from other organizations.

Additionally, each one prefers to develop his own pictures, and make his own prints. They charge 50¢ a print as against the Jewish Agency price of 30¢ a print. Thus as far as possible these men turn down requests from Mr. Vinitzky to work for UJA.

They feel particularly keenly about the fact that when Ben and I ask for campaign pictures -- they are expected to do a creative job -- spend a considerable time in the field -- find their own locations -- make arrangements for their own models -- in short, do a job which is far and above the ordinary job of photo reportage -- which they do when they accompany a Mission. They want to be paid for this.

They point out, as well -- that only a few years ago, when Al Rosenfeld was on the job, and UJA paid its photographers directly -- we did pay them \$50.00 a day for campaign work.

I think, therefore, we must recognize that it is necessary that we make our arrangements for campaign pictures outside of the present Jewish Agency payment structure. We have recently received quite a few pictures for supposed campaign use and for our "21 Towns" stories, from the Jewish Agency. Most of these are of no use to us -- not good enough. Yes, the Agency pays \$30 a day, but we don't get much that is worth using -- a case of penny-wise and pound foolish.

6. A FINAL THOUGHT: I have suggested that we send a trained competent man into Israel for a few months to set up our "revived" public relations program in Israel, and to find a permanent man to handle the position. I would like to put in my bid for that assignment.



Detroit News- October 28, 1965



AID FOR ISRAEL — Detroit's Max M. Fisher, general chairman of the United Jewish Appeal, conferred with Israel's Prime Minister Levi Eshkol (right) while visiting in Tel Aviv this week. They are shown examining a report submitted by the 11th UJA Study Mission of 215 outstanding American Jewish leaders. The report asks for more aid to Israel's immigrants.



INTERMOUNTAIN JEWISH NEWS

NAF

From the Desk of
ROBERT GAMZEY

Author of
"MIRACLE OF ISRAEL"

Published by
Herzl Press
515 Park Ave.
New York 22, N. Y.
\$5.95

and
"INGATHERING"

Published by
Golden Bell Press
2400 Curtis St.
Denver, Colo.
\$4.50

Tabor 5-3271

717 Kittredge Building
DENVER, COLORADO 80202

4 Shir st.
Tel Aviv

Feb. 24, 1966

Rabbi Herbert A. Friedman
Executive Vice Chairman
United Jewish Appeal

Dear Herb:

In accordance with your request to summarize my briefings and impressions so far, I present the following brief points:

1. I accept the position and pledge my best efforts with the help of my wife, Dora, to fulfill the double task of public relations and publicity representative of the United Jewish Appeal and Israel Education Fund in Israel as outlined in the Raphael Levy memo of Jan. 11, 1966.
2. Raphael Levy covered the duties fully in his memo, and there is little, if anything, to add or subtract. The job is a tremendous one in maintaining close connections with the foreign correspondents in Jerusalem and Tel Aviv, as well as with the Hebrew press and the Jerusalem Post, assisting visiting writers and photographers, helping to cover UJA missions, publicizing city missions and individual big givers, reporting IEF ground breakings and other newsworthy events with electronic speed, developing basic campaign material, human interest stories and pictures for UJA and IEF publicity, literature, speeches, advertising, press releases, initiating and placing releases and features in the Israeli, U.S. and home-town press, and utilizing TV as a media wherever possible.
3. I am aware of the impact of IEF on UJA, as noted in Raphael Levy's P.R. memo of Nov. 8, 1965 in Point 3. Levy rightly believes that "IEF opens the doors to correspondents who shy away from writing about UJA per se." I shall capitalize on this new opportunity to the best of my capability.
4. Levy stresses the potentiality of the new tools of electronic journalism communications. This is new to me, but not the pressure of daily journalism. It brings me back to my newspaper beginnings when I worked on the Denver Post from 1932 to 1943, and means that I change my pace from a weekly operation to daily speed. It will be fast but it will be fun.
5. TV offers a challenge to bring big local stories, such as IEF ground-breakings into the living rooms of the home-town donors and their communities. I have had years of TV experience in Denver so this will be a pleasure to serve as the commentator on such news shots.

Gamzey Books Hailed As Best Reports On Contemporary Israel

"Your series of reports from Israel were the best, the most challenging, the most clarifying of the land, the people, and the problems that I have seen published anywhere in the last decade."—*Rabbi Edward T. Sandrow, Long Island, N. Y., past president of Rabbinical Assembly of America.*

"I know of no volume on Israel that describes so well contemporary life there. . . . I can think of no better primer for visitors to Israel."—*Harry D. Biele, United Jewish Appeal, New York.*

"Excellent . . . informative . . . exciting . . . first rate reportage and a credit to your craft."—*Michael Uris, an editor of Pocket Books, Inc.*

"The Gamzey series on Israel is the best example of the finest Anglo-Jewish reporting we have seen on the great new nation of Israel."—*Abe Chanin, Editor, Arizona Post.*

". . . . stimulating and edifying, written from an affectionate, intimate, yet honest, creative and original point of view, with a keen perception and individual judgment."—*Rabbi Abraham L. Feinberg, Holy Blossom Temple, Toronto, Canada.*

". . . . penetrating insight into the pains of the birth and joy of deliverance of the Third Jewish Commonwealth."—*Rabbi David Stavsky, Beth Jacob, Columbus, Ohio.*

"good journalism sensitive interpretation of the trends and problems in this new state."—*Rabbi Harry Kaplan, B'nai B'rith Hillel Director, Ohio State University.*

"I have been particularly impressed by your series based on your visits to Israel."—*Paul Friggens, Readers Digest staff writer lecturing at University of Colorado Journalism College.*

". . . . perceptive and informative."—*Rabbi Louis Levitsky, South Orange, N.J.*

". . . . gives a close view, well-focused, carefully evaluated and under an excellent perspective of the vibrant reality of the growing Israel."—*Rabbi Manuel Laderman, Hebrew Educational Alliance, Denver.*

"I have been very much intrigued by your reports from Israel. They should certainly make a fascinating book."—*Dr. Ira Eisenstein, Editor of Reconstructionist.*

". . . your wonderful series of reports are perfect reading, timely, instructional, inviting, interesting, inspirational and geared to all age-levels and groups."—*Rabbi Seymour Nulman, East Side Torah Center, New York.*

". . . most cogent, pertinent and helpful."—*Rabbi William B. Silverman, Temple B'nai Jehudah, Kansas City.*

"Your series . . . contained much new material and many valuable insights." — *Isaac Frank, Director, Seattle Jewish Community Council.*

". . . . competent, non-propagandish, objective, lucid."—*Paul Veret, Director, Omaha Jewish Federation.*

"I was particularly delighted to read your reports on Israel which are both instructive and stimulating."—*Abraham Joshua Heschel, famed author and religious philosopher.*

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6. In the past six years, I have worked closely with the Jewish Agency in all my reporting and research in Israel that led to "Ingathering" and "Miracle of Israel" and hundreds of newspaper articles on Israel. Herzl Press of the Jewish Agency published my "Miracle of Israel." With such close connections with the Jewish Agency, I feel that I will be at home with them, and approach my new position in that spirit of working with friends to continue the finest personal relations at all levels.
7. On my last previous trip in October, 1965, I wrote about half of a third book on Israel, called "One Israel or Two" which was touched off by the Look magazine article "Prejudice in Israel." My new position gives me a chance to complete the book without going out of my way in pursuit of the UJA and IEF stories. When this book is complete, it will be my deepest and most profound presentation of the integration problem in Israel, written first for the book and only second for my newspaper. Therefore, it should be of timely value to UJA and IEF. At the moment, the first half of the book is in the hands of Dr. Raphael Patai, editor of Herzl Press, who might be encouraged to publish it by evidence of cooperation by UJA.
8. I suggest that my position be designated as "Information Director of United Jewish Appeal and Israel Education Fund in Israel." This is in line with the growing practice of government and organization information bureaus to use the word "information" instead of "publicity."

*This
will
wait
a while*

Robert Gamzey



United Jewish Appeal

1966 GOAL—\$73,420,000

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

1290 AVENUE OF THE AMERICAS, N. Y., N. Y. 10019 • PLAZA 7-1500 • CABLE ADDRESS: UJAPPEAL, NEW YORK

March 8, 1966

CONFIDENTIAL INFORMATION TO HERBERT A. FREEDMAN FOR TRUSTED SPEAKERS ONLY
— NOT FOR PUBLICATION —

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HAIFA—A handful of UJA community campaign leaders from St. Paul, Minn; Akron, Ohio, and New York were taken aboard the Zim ship Moledet today and permitted to witness the most cherished secret of the Israel Government, the Jewish Agency and the United Jewish Appeal—the long awaited and historic lifting of the Iron Curtain to open a new phase of Jewish emigration from Eastern Europe to Israel.

Twenty-seven Jewish men, women and children came to Israel today from the Baltic region and were swiftly taken by the Jewish Agency, with United Jewish Appeal funds, to the bustling immigrant town of Ezra Bitzaron which has grown to 12,000 population within the past three years, and a scattering of other places where relatives provided living quarters.

They were part of a daily arrival of more than 100 immigrants from other parts of Europe and from North Africa and other parts of the world. Sources in

"I promised to kiss the ground of Eretz Yisroel and I did it," said a dressmaker from Eastern Europe who arrived with her husband, a clothing salesman, and ~~three~~^{two} school-age children and an infant. Transported from ship to settlement at Kfar Saba, they were the first family to be placed in a newly-completed apartment house in an immigrant shikun. The paint had hardly dried on their two bedroom apartment with living room, kitchen, bath, and two balconies, when the Jewish Agency furnished it free of charge with beds, table, chairs, kitchenware, blankets and other necessities, including an initial food package and the first feel of Israeli money. Like others from their country of origin, they were permitted to leave with only \$5 per person, and a suitcase containing only one pillow, one blanket, two bedsheets, 3 pair underwear, ~~one~~^{one} suit or dress, and the clothes on their back.

The newly-arrived salesman and his wife were greeted by a cousin, a border policeman at Kfar Saba which is within sight of a neighboring Arab town of Kalkilia. The policeman assured his cousin that he would have no trouble finding a job, either in a factory in the area or in the citrus groves wafting sweet breezes onto their balcony. The dressmaker would be assisted by the Jewish Agency to buy a sewing machine and do piecework at home while caring for her baby.

Blessing the Jewish Agency and UJA representatives who welcomed them to their new apartment on the day of their arrival, the dressmaker said, "Tell the American Jews that God should bless them with good health and parnossa and all good things for bringing us to Eretz Yisroel. Tell them we thank them with all our hearts and we hope they bring out my brother and sister and their children and our friends who all want to come to Israel. Because they feared for the safety of their kinfolk, their names or country of origin could not be published."



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2 gamzey

General Chairman
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National Chairmen
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National Field Director
EDWARD B. VAIDA

Cabinet in formation

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The United Jewish Appeal representative followed another immigrant from ~~from~~ the ship to a different settlement, Ezra Bitzaron, ten miles south of Tel Aviv. A tinner from Riga and his wife and ^{two} teen-age children were not so fortunate as the Kfar Saba family. (Confidentially to Rabbi Friedman, the Jewish Agency official at ~~Kfar Saba~~ ^{Ezra Bitzaron} closed his office at 3 p.m. without following through with the Riga family Shijah Teitz in Apt. 17, Bldg. 181, and they sat in an empty, new apartment facing the evening without any beds, bedding, tables, chairs or blankets. ~~Was~~ The water had not been turned on, nor candles or lamps substituted for the lights which had not been connected. We left them in this hopeless state on their first day in Israel, at 5 p.m. and with the Jewish Agency office closed for the day, there was not much hope they would be relieved of an inaugural day nightmare of sleeping on the cold, bare, concrete floors, in the dark, without even water to drink or flush the toilet. And only because the Jewish Agency official went home for the day at 3p.m.

The Riga housewife, distraught and tearful on a day when other immigrants from behind the Iron Curtain were thanking God and American Jewry and Israel for bringing them to freedom, cried out, "We have waited for years for this day. You have done so much for us in bringing us here. Everything was done so beautiful for us at the Southern European transit points and on the ship. And here we are brought to an empty apartment and forgotten."

NOTE TO BEN HANFT:

The Haifa-Kfar Saba part of this report can be edited to eliminate all references to new secret immigration and localized for the St. Paul leaders; with picture to come in a day or two of:

Sol Pogoriler, chairman of the St. Paul United Jewish Fund;

Stanley Nemer and Reuben Kaplan, and their wives.

They asked to send the pictures and story to Morris Lapidus, executive director of the St. Paul UJWF, 512 American National Bank Bldg., St. Paul.

I am also sending a picture of Rabbi Morton M. Applebaum and his wife (with Tunis immigrants) of Temple Israel, Akron, Ohio.

He asked to send the pictures and story to Milton Komito, WAKR-TV, Copley Road, Akron, O., and to Akron Beacon Journal and Cleveland Plain Dealer. Rabbi Applebaum said, "This is the third time

I have come to Haifa since 1948 and every time I see this UJA-Jewish Agency operation of rescue, I continue to be tremendously impressed and thrilled with the UJA's ~~re~~ human reclamation job.

No more tent camps, no more delays for immigrants. This ship to settlement miracle deserves the fullest support of every American Jew to help

^{of} oppressed brethren find a new life in Israel and become productive. I urge my people in Akron to do their utmost for the Akron Jewish Welfare Fund."

Send copy to Nathan Pinsky, AKRON JWF director, Akron JWF Bldg. Main st., Akron.

Bob



United Jewish Appeal

1966 GOAL—\$73,420,000

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

1290 AVENUE OF THE AMERICAS, N. Y., N. Y. 10019 - PLAZA 7-1500 - CABLE ADDRESS: UJAPPEAL, NEW YORK

March 8, 1966

MEMORANDUM FROM ROBERT GAMZEY ON PUBLICITY IN JERUSALEM POST
TO Rabbi Herbert A. Friedman, Irving Bernstein
Ralph Goldman
Raphael Levy, Ben Hanft, David Mark

I had an hour and a half meeting with Ted Lurie, editor and publisher of the Jerusalem Post today and established what I think is an excellent relationship on behalf of UJA and IEF, but it will have to be based on a quid pro quo; that is, giving something as well as asking for publicity. I suggest your serious consideration of a budget for paid space in the Jerusalem Post along the following lines:

1. A regular Friday (weekend edition) one column by five inch space, with regular body type and a catchy headline, in which I write a pithy message to the tourists in Israel telling them what UJA does. The advertising rate is \$7 per column inch, total \$35. The space would not look like an ad, and would say "communicated" in small type at the bottom instead of "adv." This means that "X" number of tourists in Israel at any particular time would be getting a UJA message at the time when they are in Israel, and wide open to interpretation of the hidden work of UJA which is not everywhere visible. The pamphlet project is not replaced by this, but fits in. Incidentally, the pamphlet should be printed completely by the Jerusalem Post to give it the maximum amount of business we can. This UJA message to tourists would be constantly changed to cover the manifold aspects of UJA work.
2. IEF ground breakings or dedications should have a 2 column heading and picture in a paid space with the story going in exactly as written. This would be about 2 column by 7 inches to 2 x 10 or \$98 to \$140, small enough expenditure to service a \$100,000 to half million dollar giver. To the Jerusalem Post, ground breakings for public buildings are common occurrences, and while the Post would give some publicity, there is only one thing certain, everybody, especially the donor, will be disappointed, if it is left to chance.
3. The double page on the UJA Mission, might be cut to one page, and a page might be devoted to the Young Leadership Mission. The social and personal column is available at 7.50 IL per line is somebody is a must to get in, but I am sure that a regular expenditure as outlined above will open the columns to more liberal treatment of newsworthy and necessary UJA and IEF news. One hand washes the other. You know I have always worked this way in Denver, and the organizations that regularly advertise in the Jewish News have always been satisfied with the results.
4. I am arranging a press luncheon for Rabbi Friedman at Beit Sokolow, Tel Aviv Sunday, March 20. All-around reaction to this is excellent.

I want to report in general that my first five working days in Israel have been packed with successful conferences with Shavit, Hubermann, Vinitzky, Rivlin, Lurie, Hurwitz, Lubin, Peyton and I am rapidly laying the foundation for the kind of job I want to do and what you expect. Regards to all. *Bob*

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Secretaries
GOTTLIEB HAMMER
CHARLES H. JORDAN

Cabinet in formation

CC 3/11/66

JB
BH
RL
RG
DM



**'ACHDUT' — MANCHESTER, ENGLAND — STUDY MISSION
AT A RECEPTION GIVEN BY KEREN HAYESOD**

LEFT TO RIGHT:— (Standing) Mrs. Leah Doll, Deputy Director (Department for English-Speaking Countries of the Keren Hayesod), Mrs. Ella Husdan, Mr. Basil Weisberg, Mrs. Zelda Feingold, Mr. Norman Feingold (Chairman of 'Achdut' and Leader of the Mission), Dr. Israel Goldstein (Chairman of the Keren Hayesod — United Israel Appeal), Dr. Morton M. Berman (Director, Department for English-Speaking Countries), Mrs. Dolly Goldstone, Mr. Eric Blakey, Mr. Joe Rubinstein, Mr. Lou Sterens, Mr. Aaron Abrahamson (Special Representative to the Directorate for the Department for English-Speaking Countries), Mr. Ben Edwards, Mrs. Sadie Edwards, Dr. Lionel Husdan, Mrs. Hannah Gardener, Mrs. Lily Sterens, Mrs. Leah Harris, Mrs. Joan Leon, Mr. Jack Leon. (Sitting) Mr. Sam Gardener, Mrs. Jennie Gould, Mr. Hymie Gould, Mr. Eric Hirsh, Mr. Paul Beer (Public Relations Department of Keren Hayesod).

(Communicated)



CE = DB, BR, RC,
RIG-DM

United Jewish Appeal

1966 GOAL—\$73,420,000

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March 9, 1966

CONFIDENTIAL INFORMATION TO RABBI HERBERT A. FRIEDMAN ON IMMIGRATION

—NOT FOR PUBLICATION—

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Assistant Executive Vice-Chairman
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Secretaries
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CHARLES H. JORDAN

JERUSALEM—The Jewish Agency Immigration Department confided confidential information to the United Jewish Appeal representative on the latest immigration developments, not for publication, under any circumstances.

1. About 30,000 are expected in 1966, approximately half that number coming from the new sources and old sources behind the Iron Curtain; 6,000 from North Africa, 3,000 from South America, and 6,000 from Asia, especially Persia.
2. Dominetz explains the new sources as the result of a general liberalization policy expressed in greater two-way communication and travel. The Jews in the Baltic states and other states absorbed by the Soviet after World War II have not adapted well to the new regime, ~~which~~ which apparently has reached a decision to let them go in limited numbers, and in varying ways, depending on the local authorities. Some in the north are permitted to leave with \$100 per person, and one each of any kind of appliance, including TV, radio, etc; 3 carpets, and unlimited personal things which are shipped in large lifts. They include young and middle aged families, with young children, and skilled workmen. They come with good education, culture and are well dressed. They must be quickly and successfully absorbed, or else negative letters would discourage their relatives and friends from seeking to go to Israel. Dominetz was shocked at our report on the Ezra Bitzaron foulup, and said this must not happen. Asked if increased immigration could be expected from this source, he said that once the doors are opened partway, they cannot be closed because of growing pressure from Jews who will want to join the exodus to Israel. This is an excellent element with skills, education and desire to live in freedom.
3. The Moroccan immigration is down to 6,000 a year because entire back country communities have been moved en masse to Israel. What ~~is~~ ^{are} left in Morocco ~~is~~ ^{are} about 70,000 Jews, ~~many~~ of whom 40,000 live in the main cities and doing pretty well under liberalized government laws and improved conditions. No publicity is permitted on Morocco because of fears of Arab League pressure on Morocco, a member of the league, to cut down on ~~imm~~ emigration. The major sources, such as they are, therefore are off the record, so I am reporting confidentially to you what I learn for whatever use you can make of this unpublished information, since we cannot do stories on it for publication. Publicity on immigration, therefore, will have to be rather anonymous, with the emphasis on absorption problems.
4. I am ~~enclosing~~ ^{composing} a few starting samples of the reader advertisement in the Jerusalem Post which Chaim Vinnitsky is anxious to begin publishing at once on a weekly basis at \$35 a week to come out of his budget. Chaim and I believe this would have a strong impact on 300,000 tourists who come to Israel annually, and read only the English Jerusalem Post while here. For this reason, your concern for the Hebrew press wanting to have such ads too should not stand in the way because they will realize this project is aimed only at English-speaking tourists.



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2-ganzey to friedman

General Chairman
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National Field Director
EDWARD R. VAIDA

Cabinet in formation

5. I heard that JDC publicity men in Europe, Israel and the Near East, will gather with Jewish Agency and other officials for a European conference soon. I think I would develop some good UJA campaign material from attendance at such a conference, what do you think? Is it worthwhile to send me? I would like to go.
6. I met with Moshe Rivlin twice, with excellent results in establishing good, solid relations and getting his full cooperation ~~with~~ for my work. Everybody so far has been completely cooperative and glad to see me on this job, so I am very happy about my first week here, and feel I have laid the groundwork for a successfull new career in I_srael for UJA and IEF. Rivlin is very enthusiastic about IEF. I am writing a story about his views on IEF. He ordered everybody down the line to work with me. His press dept is at my service.
7. We will arrange a press luncheon for you at a date to suit your new sc_hedule, now that you have delayed your arrival to March 27. Rivlin will be glad to be the chairman of the luncheon.

Honorary Chairman
MORRIS W. BERINSTEIN
JOSEPH MEYERHOFF
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Secretary
GOTTLIEB HAMMER
CHARLES H. JORDAN



22 March 1966

Dr. S. Ben Eliezer
Jewish Agency
P.O.B. 92
Jerusalem, Israel

Dear Dr. Ben Eliezer:

I am answering your letter of 18 March which I received this morning, even though I shall be seeing you within a few days.

I appreciate exactly what you are saying and wish to reassure you that Mr. Gamzey will not be meddling into the very delicate situation in the Development Towns which you have described so well.

As a matter of fact, you are operating under a slight misconception. You said in your first paragraph that you believed Mr. Gamzey had been sent to Israel "to follow up the subject and provide additional information." That is not the reason that he has been sent at all. His general function is to serve as the publicity representative of the UJA in Israel. I would want the follow up on the Development Towns to be done by you, and you only. You have a tremendous skill in this field and I would not want anyone else to take over the assignment from you. If you are willing to continue working on this, I would be more than pleased and happy.

I will be in Israel beginning Monday, the 28th for five or six days. I would like to see you during that time. Mr. Vinitsky is setting up my appointments. Would you please do me a favor, save me writing a letter to him, and call him yourself to indicate that I have asked for an appointment with you, and put it into the calendar at our mutual convenience. Then, I will have Mr. Gamzey there and we can make sure that there are no crossed wires.

With kindest regards, I am,

As ever,

HAF:gb

Herbert A. Friedman

הסוכנות היהודית לארץ-ישראל

THE JEWISH AGENCY FOR ISRAEL
TREASURY DEPARTMENT

PHONES: 24671 (10 LINES)
CABLES: JEVAGENCY
TELEX: 022-236

JERUSALEM March 18, 1966
P.O.B. 92

Our ref. 5726/691/1660

Rabbi Herbert Friedman
United Jewish Appeal
1290 Ave. of the Americas
NEW YORK 10019, N.Y.

Dear Rabbi Friedman,

I was pleased to learn from various sources that the Development Town's story seems to be well received and that you decided to send a special man, Robert Gamzey, to Israel to follow up the subject and provide additional information.

Mr. Gamzey has not yet made contact with me, but I assume that he will do so in due course. Meanwhile I think that I should bring to your attention some aspects of this matter which will have to be taken into account.

First, it is important that whoever tries to collect information in these towns should be made aware of how best to go about this job. My own experience last year was that this is far from being an easy assignment. In fact everyone concerned gave me a different story. The chairman of the local council, the secretary, the persons in charge of the local welfare bureau, of education services, of the labour exchange, the local personnel of the Jewish Agency and our regional directors as often as not gave widely contrasting appreciations of the situation. Probably the most difficult part of my job was to weigh up the conflicting evidence and arrive at a more or less balanced view. There is a real danger that a reporter coming from the outside may get a wrong slant.

Secondly, even if the information collected is sound, it may not necessarily be suitable for publication. You will appreciate that the problems involved are sometimes quite complicated and delicate and we may or may not consider it advisable to highlight certain features.

Furthermore, we have decided to allocate funds in our 1966/67 budget for new absorption projects in these towns. The amount involved is not as big as we might have wished, but it is at least a beginning. We shall accordingly be able this year to undertake some additional work in this field. It would therefore seem to me advisable that Mr. Gamzey should know about these plans so that they would be reflected in his stories.

הסוכנות היהודית לארץ-ישראל

THE JEWISH AGENCY FOR ISRAEL
TREASURY DEPARTMENT

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JERUSALEM
P.O.B. 92

Our ref. _____

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Moreover, we are now considering how to develop the campaign story for 1967. One thing is obvious: whatever emanates from Israel this year in the way of reports and stories must prepare the ground for next year's slogan.

I consider it necessary also to draw your attention to the possibility that harm may be done to our interests by uncoordinated approaches to local authorities. It took us quite some effort to overcome their resistance last year and we are anxious to maintain their confidence and cooperation. It so happens that Lou Horowitz has now also taken on, without prior consultation with us, a reporter and publicity expert, Mrs. Finkelstein, to go to these same development towns and write stories presumably for the publicity purposes of JAFI Inc. All this is taking place in the very towns where Shavit is working hard for the Israel Education Fund.

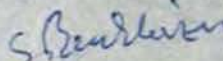
In these circumstances you will understand that something must be done to coordinate the various reporters and researchers. Otherwise I don't know how we can prevent conflicting stories from being published. And more important, I am beginning to fear that the local authorities will stop taking us seriously.

What makes me so concerned about the whole situation is that we seem to be heading for an economic recession in Israel. The first to be hit by it will undoubtedly be the development towns. Quite a number of danger signals can already be discerned today. It is essential therefore that we should be very careful and tactful in our contacts with the local authorities.

In view of all this may I suggest to you that you consider what can be done to achieve maximum coordination in this field. It goes without saying that you can count on my fullest personal cooperation.

Kind regards.

Yours sincerely,



S. Ben-Eliezer

הסוכנות היהודית לארץ-ישראל
THE EXECUTIVE OF THE JEWISH AGENCY

May 3, 1966

file

UNITED JEWISH APPEAL MEMO

To Herbert A. Friedman

From Robert Gamzey

~~Ashdod~~ Dimona stories

Ben Eliezer tells me he sent you my Dimona stories. I would like to suggest that besides being material for the 21 towns literature, they might be edited and arranged for news releases:

1. To show how UJA Jewish Agency helps out in the unemployment situation. I am sure the Jewish press and N.Y. papers are carrying stories about the Dimona and Ashdod troubles, especially Ashdod, and so I don't think UJA can sit on it as far as holding back publication on what it is doing to help the unemployed. This was the tack I took in Dimona.
2. To show what UJA does in the social work picture from a specific angle. Ben Eliezer thinks the social work story about Carmela would make a chapter in the 21 Towns magazine.
3. Confidentially. Rivlin told me April 29 that he doesn't approve of my UJA Tourist pamphlet copy and later told me he would have major changes. As you know, he killed the idea entirely of having UJA reader ads in the Jerusalem Post on what UJA does in Israel. I don't understand him at all. Does it mean he doesn't want UJA to tell its story of what it does in Israel? On the other hand, he urged me to run big ads in the Jerusalem Post on major occasions, such as holidays and school dedications, etc. He also has delayed assigning me office space and it has been over a month since Pincus told you I would have an office. Now it has been promised for Friday, May 6. But Rivlin first promised it for after Passover, then again he promised it for this week. I shall take it up with Pincus personally if I don't get it by May 6. The real point I am bringing up is this: Should I continue to show important stories and projects to Rivlin, as Ray has urged me to do, and take a chance that he will kill many important things for us, or go ahead without him and take a chance that he will say as he does, "I am angry with you." He is extremely sensitive about every slight to his authority, and yet I learn at the Jewish Agency in Tel Aviv that he does not coordinate departments; in fact, nobody does. I don't like to put these things in writing, but your next trip here in July is a long way off and there is much to do in the meantime.

R.G.

HAF
✓
12 May, 1966

Mr. Robert Gaszay
Information Officer
UJA-Israel Education Fund
4 Shir Street
Tel Aviv, Israel

Dear Bob:

I am enclosing a New Yorker profile on a principal of a school in Harlem. The story struck me, not so much because it described how an ingenious man, dedicated to his profession, can handle difficult situations, but most of all because of the manner in which the problems of a Harlem school were described in such clear detail as to enable even the most remote observer to understand them.

The article described the man, but really described the problems the man was constantly trying to solve. I am more interested in the problems than the man, as far as what I want to ask you to do.

I want you to write for us a description of the educational and behavioral problems to be found in a school in a development town. If you describe these problems as Nat Hentoff did in the enclosed article, you will go a long way toward creating sympathetic understanding on the part of the prospective contributor.

Above all else, your story must be real. The beauty of this article is its obvious accuracy. The author went to the school many, many times and achieved integrity which rings so true as to overwhelm the reader.

Mr. Robert Gamzey

12 May, 1966

-2-

Build it around anything you want: tell it through the eyes of any narrator you choose; a teacher, a pupil, a principal, a parent - and if you tell it well, then perhaps we will publish it as a small brochure. It must make interesting reading. Make believe you are writing it for the New Yorker to accept. Maybe we would want to submit it to several magazines.

Good Luck!

Sincerely,

Herbert A. Friedman
Executive Vice-Chairman

HAF:Wmd

Enc: New Yorker Profile
May 7, 1966 Issue

bcc: DM

7 February, 1972

re: Mrs. Allie Bobbitt

To Whom it May Concern:

This is to certify that Mrs. Bobbitt has worked for us since March, 1964. She came to us as a baby nurse at the time of the birth of our first son and instead of remaining a few weeks, remained almost eight years.

She is a most unusual person in many respects. She is thorough, honest and reliable, extremely conscientious and diligent, and carried out her duties in a manner much closer to that of a grandmother or a favorite aunt, rather than an employee.

She lavished love and affection on the children; assisted in the household duties of cooking, cleaning, etc. with no hesitation; and often stayed in the house alone with the children when my wife joined me on trips abroad. She made four trips to Israel with us, leaving her own family behind, and spending whole summers with us, out of a sense of duty.

It is really impossible in a formal letter of recommendation to do justice to her qualities. She is kind, soft spoken, ever-helpful, and understanding. Ours is a complicated household, from both a business and social point of view, yet she was always calm and cool. I am happy to be able to offer the most unqualifiedly

page 2

high recommendation to this wonderful woman.

P.S.
Although we now live in Israel, most of the
term of her employment was at our former resi-
dence--200 Central Park South, New York, New
York.

