



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.

Box
46

Folder
2

Public relations manual and campaign materials. "Israel Must Live." 1969.

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

S O N G S

FOR U. J. A. MISSIONS

YERUSHALAYIM SHEH ZAHAV

AVIR HARIM TSALUL KAYAYIN
VEREACH ORANIM
NISA BARUACH HA'ARBAYIM
IM KUL PA'AMONIM
UVTARDAYMAT ILAN VA'EVEN
SHVUYA BACHALOMA
HAIR ASHER BADAD YOSHEVET
UVALIBA CHOMA

CHORUS

YERUSHALAYIM SHEH ZAHAV
VSHEL NECHOSHET VESHEL OR
HALO L'CHOL SHIRAYICH
ANI KINOR(REPEAT)

JERUSALEM OF GOLD

THE OLIVE TREES THAT STAND IN
SILENCE UPON THE HILLS OF TIME,
TO HEAR THE VOICES OF THE CITY
AS BELLS OF EVENING CHIME.
THE SHOFAR SOUNDING FROM THE TEMPLE
TO CALL THE WORLD TO PRAYER
THE SHEPHERD PAUSES IN THE VALLEY
AND PEACE IS EVERYWHERE

CHORUS

OH CITY WITH A HEART OF GOLD
MY HEART WILL SING YOUR SONG
OF GLORY
JERUSALEM

MACHAR

1. MACHAR, IN SPITE OF GREY AND GLOOMY
SKIES
TOMORROW WILL BE CLEAR AND BRIGHT
MACHAR, WE HAVE A HOPE THAT NEVER DIES
THE DAWN WILL SOON REPLACE THE NIGHT

CHORUS:

SING FOR TOMORROW IS ANOTHER DAY
DREAM A DREAM THAT'S FREE OF CARE AND
SORROW
WHEN IT'S DARK LET YOUR HEART LEAD
THE WAY
AND MACHAR WILL BE A BRIGHT TOMORROW

2. MACHAR, WE'LL SEE THE LION WITH THE
LAMB
AND THEY WILL TEACH US RIGHT FROM
WRONG
MACHAR, ALONG THE BATTLE WEARY LAND
IN TIME WE'LL HEAR A PEACEFUL SONG
(CHORUS)

3. MACHAR, WE'LL PUT AWAY OUR
UNIFORMS
AND WARRIORS WILL ALL JOIN HANDS
MACHAR, WILL BE A BRIGHTER TIME
I KNOW,
WITH FAITH WE'LL BUILD A
BETTER LAND

CHORUS:

KOL ZEH YAVOR MACHAR IMLO HAYOM
ZEH NACHON KA'OR B'TZORAYIM
KOL ZEH EYNO MASHAL VELO CHALOM
VEIM LO MACHAR AS MACHROTAYIM

SHARM AL SHEYCH

GADOL HU BALAYLA VELACH M'CHAYAYCH
CHAZARNU IM BOKER EL SHARM EL SHEYCH
AVARNU BALAYLA BAYAM UVEHAR
UVANU IM BOKER EL TOCH HAMAYTSAR

CHORUS:

AT SHARM AL SHAYCH
CHAZARNU ALAYICH SHEYNIT
AT BELIBAYNU, LIBEYNU TAMID

HAYAM VEHAMELACH YADU ET HASHIR
CHAZARNU ELEYCHEM TIRAN USNAPIR
OTAM HASHAMAYIM MAYAL LEVAVAYCH
MAYTSAR YAM UYAYIM AT SHARM
AL SHAYCH

CHORUS

OLA LO HABOKER BCHOV ALMOGIM
OVROT SHUV BAMAYIM SFINOT
DAYAGIM
YORED LO HA'EREV MEVI OD CHALOM
MEVI AL HAMAYIM TIKVA SHEH SHALOM

LA MNATSAYACH

CHORUS:

LAMANATSAYACH SHIR MIZMOR HARIU
LADONAI KOL HA'ARETZ (2)

YAKUM ADONAI YAFUTSU OYVAV
VYANUSU MISANAV MIPANAV (CHORUS)

LO LO PANUM VELO LO YISHAN
SHOMER YISRAYAYL YISRAAYL (CHORUS)

ANACHNU NA'AVOR

LACHAWL HAMETSARIM YACOLNU VEGAVARNU
MEKOL HAMETSARIM YATSANU UM ETAN
AVARNU ET HASCHACH GAM ET SINAI
AVARNU
ANACHNU NA'AVOR BEMETSAREI TIRAN

CHORUS:

ANACHNU NA'AVOR BECHOCHACH UVAOR
BEDEGL KCHOL LAVAN BEMETSAREI TIRAN
(REPEAT)

HAVA NAGILA

HAVA NAGILA, HAVA NAGILA,
HAVA NAGILA VENISMECHA (2)
HAVA NARAINA (2)
HAVA NARAINA VENISMECHA
URU, URU ACHIM URU ACHIM
BELEV SAMEACH

OSE SHALOM

OSEH SHALOM BIMROMAV
HU YAASE SHALOM ALAYNU
VE AL KOL YISRAEL
VEIMRU IMRU AMEN

YAASE SHALOM (2)
SHALOM ALAYNU VEAL KOL YISRAEL

YAASE SHALOM (2)
SHALOM ALAYNU VEAL KOL YISRAEL (2)

AM YISRAAYAL CHAI

AM YISRAEL AM YSRAEL AM YISRAEL
CHAI(FOUR TIMES)
OD AVINU CHAI, OD AVINU CHAI
OD AVINU OD AVINU OD AVINU CHAI
(REPEAT)

BASHANA HABAA

BESHANA HABAA: NISHEV AL HAMIRPESET
VENISPOR TSIPORIM NEDEDOT
YELADIM BECHUPSA YISACHAKU TOFESET
BEYN LEBAIT UVEY HASADOT

CHORUS:

OD TIRE OD TIRE KAMA TOV YIHYE
BSHANA HABAA (REPEAT)

BADERECH CHAZARA

ANI CHOZER BADERECH BA TIPASTI
BEIN ORANIM GVOHIM, ANI CHOZER
BADERECH BA TIPASTI OR BELAYLOT
KAYHIM

HEHARIM GVOHIM YOTAYR BADERECH
CHAZARA. HAMIDRON TALUL YOTAYR
BDERECH CHAZARA.
LU HAYIT KAN LETSIDI BADERECH CHAZARA
LO HAYTA BISHVILI HADERECH CHAZARA

HATIKVA

KOL OD BELEVAV PNIMA
NEFESH YEHUDI HOMIYA
ULFATEI MIZRACH KADIMA
AYIN LEZION TSOPIYA
OD LO AVDA TIKVATENU
HATIKVA SHNOT ALPAYIM
LIHITOT AM CHOFSHI BEARTZENU
BERETZ ZION VEYERUSHALYIM

Public Relations Dept

Edited Minutes

P.R. Directors Meeting

June 8 and 9, 1971 -- New York City

TUESDAY, June 8, 1971

INTRODUCTION:

The most outstanding overall accomplishment of the Public Relations Directors meeting was the development of an effective, creative working relationship among the 19 major communities represented, the UJA public relations staff, our new advertising agency (Allerton, Berman and Dean), and the CJFWF public relations department.

Our meeting was challenged to seek out the elements which seem to broaden the base and raise the level of giving markedly in some communities. We were charged to show initiative and imagination, to suggest, to be innovative, as well as responsive.

There were three introductory presentations from Irving Bernstein, Executive Vice-Chairman of the United Jewish Appeal, Philip Bernstein, Executive Director, CJFWF, and Melvyn H. Bloom, Public Relations Director, UJA. A summary of the principal points of each follows:

Irving Bernstein: A continuing situation of almost-peace and almost-war will put an enormous strain on the Israeli Government for defense needs. But, at the same time, the problems of the "Second Israel," hidden by the war, become more visible and creates a more pressing need for solutions. The emphasis of the campaign must shift somewhat toward the human needs of jobs, housing and education of new immigrants and war-weary citizens. The strength of Israel depends upon the U.S. Government as a deterrent force against Russia as the true enemy, and upon a generous American Jewish Community. Our Public Relations practitioners need to be quick and alert to innovative ideas in the early stages of the campaign.

Philip Bernstein: A community effort is the key to successful fund-raising and effective operating agencies. There is value in creating news through projects such as Operation Israel, and in taking advantage of local opportunities such as the protest caravan from Baltimore to the Soviet Embassy in Washington.

Melvyn Bloom: A more sophisticated emphasis in public relations programming, begun in 1971 and to continue in 1972, has included: an infusion of more substantive materials; greater stress on how money is being spent (how much, for what); specifics, on the kinds of agencies receiving money (facts and figures on what they do)....

The value of "Operation Outreach" (the community counselling program) has been that UJA is providing not only "things" but services -- people who are professionals in analysis and planning, and who can, at early stages, effect

change and provide new ideas through intelligent feedback....

It is important to place more emphasis upon the electronic media -- since that is where the public is in 1971 -- and less on the printed word....

The public relations function must be broadened to encompass total fund-raising and be integrated with campaign strategy and all its elements including speakers, special events, timing of programming, fund-raising tactics and innovative programming....

The best campaigners have a sense of appropriateness of the communication process and public relations; public relations professionals need more awareness of the problems of campaign people -- everyone must be "imagination-oriented." And, if the international picture changes we may need to meet again to re-orient the thrust of our program, so everything presented at the meeting must be viewed at the present as a first draft.

ALTERNATE SLOGANS AND CAMPAIGN THEMES:

The creative materials developed will try to solicit admiration and honest sympathy and a desire to help through a concrete act of giving. They will further the general tone of the campaign. What we want to do is to build a sensitivity to the real problems in Israel of poverty, slums, and absorption -- against a background of a struggle for sheer survival. We must humanize these problems and individualize them so that people can relate to them. It follows, then, that our materials must be made much more substantive than in the past, with less generalities and greater emphasis on facts, figures and human stories.

The presentation on alternate slogans and campaign themes is presented in Addendum One. The consensus was that "Keep the Promise" offered the best potential, with only minor reservations voiced. "Keep the Promise" seemed to develop greater support as the conference progressed, as is evidenced by the final unanimous resolution presented at the conclusion of this report.

The presentation of these slogans and themes were carried through in the advertising agency presentation.

PRINT MATERIALS:

Several new developments in print materials were highlighted.

A. Newspaper

A significant new concept of newspaper advertising would include a series of less-than-quarter-page ads which would appear in the same location on four consecutive pages of a newspaper, integrated by a single theme. These ads could also stand alone. The overall cost for four such ads on a single day would be less than that of a full page, and the impact considerable.

A Sunday supplement may be developed which will tell the story of needs in Israel and other lands, with space provided for material on local needs. Other uses for this could be through the mail or hand-out. The agency would be able to localize this piece for large communities.

B. Direct Mail

A series of direct-mail pieces unified in graphics and progressive in approach will be developed to build impact and reach a broader base. This piece is an answer to several expressions of need by communities. The general theme of this piece will be: "There is no cease-fire on -- with sub-heads such as immigration; housing shortages; job training; and health needs."

C. Statement Stuffers

These will be developed with emphasis on brief copy and strong graphics. A special piece will be devised as a self-mailer containing a coupon. The general theme of the stuffers is: "To keep the promise," the headlines stating successively: "To build homes is to keep the promise;" "To provide education is to keep the promise;" "To care for the sick is to keep the promise;" with the refrain of "Keep the promise -- pay your pledge today."

D. Community Form Bulletins

A personalized approach will be emphasized. For example, "They gave blood, sweat and years -- you can give to the UJA;"

"In Kfar Ruppin they go to bed twenty feet under -- give them some air;"

"You know why -- now give it life."

E. Posters

This year, the number of posters will be increased to five. These will carry the basic theme, reinforced by repetition of the phrases used in the print ads and brochures.

F. General Brochures

There will be three general brochures. The main brochure will be divided into three parts, with a fold-out format and the headline theme of "Keep the Promise." The parts will be titled Israel, other countries, and local communities.

A new brochure developed for this year will contain the UJA Story. The format of this piece will be similar to a corporate annual report, giving history, economy, the nation and the future.

The third brochure is the Sunday supplement described above.

A complete presentation on these materials prepared by Allerton, Berman & Dean appears in Addendum Two.

G. Graphics

Photographic and artistic interpretation of materials was presented by Ken Ben-Ari. As a result of Ben-Ari's photographic safari in Israel, UJA now has an updated photo library with emphasis on human needs. Included in this graphic presentation was a photographic essay on a Soviet refugee family, from debarkation at Lod through each successive step of absorption.

In order to provide satisfactory response to special requests, sources have been developed in Israel to cover special photo assignments on specific projects.

Before Labor Day, two mat-sheets of pictures will be circulated to the communities, the first mat-sheet will be ready for distribution in less than 6 weeks.

Discussion: For large communities, raw copy, graphics, and pictures often can be more important than the finished product -- for planning, budgeting and localizing....

Assurance was given (from the agency) to communities that reproduction proofs will be available and most print materials ready for distribution by Labor Day....

A need was expressed for better local-story pictures. A system of sharing pictures, a photographer, and the expense incurred for providing such an updated photo-library of local shots was discussed with David Ebin. A follow-up memo from CJFWF was promised....

The difficulty in getting good overseas pictures was mentioned, with concern expressed about availability and quality of materials produced by J.D.C....

Recommendations:

- 1) Reproduction proofs to be distributed to large communities as they become available for more effective budgeting, planning and localizing....
- 2) A 60-40 ratio between newspaper dollars and electronic media dollars, in full recognition that the latter have the greatest potential audience, was suggested....
- 3) Recognition that while TV's audience is not a sectarian one, it nonetheless reaches the largest demographic segment of our constituency....

- 4) Establishment of a production calendar based on priority needs of communities was asked for....
- 5) P.R. Directors request inclusion on UJA Divisional mailing lists as some communities have experienced a communications breakdown.

RADIO, TV, FILM:

Radio and TV spots follow the general theme of the whole campaign and appear in the ad agency kit (Addendum Two). The emphasis is on a direct, personalized approach. One general community spot is planned. Expression of community needs are crucial in this area as once in production, their consideration is too late.

Supplementary purchase of spots on a national level was proposed. This plan was offered on an optional basis to each community. It is meant to augment free public service time on the air, to increase impact, but not to replace public service time completely. This plan should not be viewed as competitive; the purpose is to deepen the impact of our spot campaign by buying specific program-oriented time slots instead of relying on a rotating community service log.

It was noted in the presentation that there was a marked increase in the use of our radio and TV spots in '71. A breakdown of radio-TV spot orders follows:

	<u>TV</u>	<u>Radio</u>
1970	822	702
1971	1,321	2,856

Discussion: Concern was expressed about whether buying time would affect the development of public-service time commitments nurtured year-round to meet other Federation needs. And also, whether a combination pay and public service schedule "would sit well with individual stations."

Recommendations: Agreement that more emphasis needs to be placed on electronic media possibilities.

It was recommended that there be no purchase of air-time until more research is done into the effect on public service time on the local level. A suggestion was made that there be a more active, organized effort to sell TV and film programming as well as spots in a more creative way to the local media before the campaign begins. Chicago was cited as a community that makes a full presentation of materials at a luncheon given for radio and TV stations prior to the start of their campaign.

FILM PROGRAM:

The film plan presented is tentative at present and, if approved in total or in part, will be coordinated within the overall campaign program (Addendum Three).

Two general campaign films are being considered. Each one runs about 20 minutes. The first one, developed by Ruth Sherman, is on development towns, a study in contrast. It deals with the successful solution of problems in Arad as contrasted with the difficult situation in Dimona and Netivot, and is the story of the growing pains of Israel and why we must help.

The other film treatment under consideration shows Israel through the eyes of a young American couple who speak with the people, walk in poverty areas, and keep their eyes open to both the beauty of the country and the need. This film idea was submitted by Arthur Eckstein.

Two television films are being considered. One film called "In the Shadows of Annihilation," submitted by Ruth Sherman, would trace the problems of Kiryat Shemoneh, using this village as a microcosm of the many problems the people of Israel are facing now.

The second film being considered traces the life of a young boy who comes from Morocco to Jerusalem. It follows his troubles and problems. This treatment is being submitted by Dan Wolman.

Filmic Essays: This is a new concept for focusing on a specific problem in a five minute film. Its value is that it is very flexible, it can have enormous impact and may be used serially, individually, or spliced together for education purposes or worker-training purposes. Each essay will present the essence of a problem. The goal is to produce three to five films in this series.

Mission Interviews Done in Israel: An effort will be made to make filmed interviews of community leaders on Operation Israel missions more effective. The need for better planning between the community and those people making the documentary is recognized.

Film Service to Promote Speakers: An effort will be made for very current exclusive two-three minute excerpts on film of speakers, particularly those we are planning to package. These can be used for promotion purposes and also as part of a program in a small meeting.

It is important to note that this is an open-ended program. There is a desire and need to expand it.

Discussion: The filmic essay idea received enthusiastic support from everyone present. The feeling was that this part of the program should proceed without delay. It has the advantage of not trying to tell more of a story than the film medium can manage. In considering the subject matter for filmic essays, attention should be given to the type of audience. It was suggested that some essays could cater to special interest divisions.

A point was made that a TV film should tell a story and not try to sell something. Although it is difficult to produce a 20 minute or longer film for TV, the consensus of the group was that it would be a tragedy not to have a film suitable for TV consumption. NYC is strongly motivated towards

a half-hour TV film and will produce one themselves if National does not.

A need was noted for a film which would improve community relations with the black community. Although this isn't specifically a UJA problem, it was noted that there are two films available which might fill this need: one which describes Israel's work in the developing countries of Africa and Asia; and another done by Bob Evans, a former CBS newsman, showing a community in Israel of black Jews from Chicago.

The consensus of opinion was that it is difficult to produce a film in the 20" to 27" time range which will be satisfactory for everyone. If that length film doesn't really capture the whole story, it might be better to concentrate on filmic essays.

It is important for any film to portray today's Israel. It must not seem to be a repetition of the story of the 50's and 60's.



ADVERTISING AGENCY PRESENTATION:

The full presentation of Allerton, Berman & Dean appears in Addendum Two to this report.

General points made by Mira Berman were that the materials have a heavy emphasis on the Israel Emergency Fund, that all the materials are very flexible, and local tags and inserts are expected and can be easily incorporated. The slogan "Keep the Promise" was selected for this presentation. An effort was made to develop a broad approach. In the first part of the presentation, a description of why "Keep the Promise" seemed a valid slogan was presented. Included was the concept of promise in its broadest aspect, meaning the promise to support democracy wherever it reflects the will of the people. This was emphasized because the impact of "Keep the Promise" on billboards and general newspapers, TV and radio should be meaningful to the gentile community as well as the constituency we are trying to reach.

The point was reiterated that the changing habits of our constituency make it imperative to spend more money on electronic media. General breakdown of ratio would be 60% print, of which 10% would be into outdoor advertising in communities where this seems advisable, 20-25% for Anglo-Jewish press, leaving about 30% for the general press. The other 40% would be for radio and TV.

The point was made again that the general brochure can be tailor-made for local communities.

Reaction to the agency presentation was positive. It was pointed out that "Let there be life" was used as a second-line theme on several pieces.

There was a positive response to the flexibility and the adaptability for local use.

A suggestion was made that the bricks on the graphics be changed to Jerusalem stone.

Everyone present either reacted positively to "Keep the Promise" theme or had no strong objections -- indicating that no one of this group would reject national materials if this were the slogan.

BRIEFINGS:

The meeting was addressed by Herbert Rose, legal counsel for UJA, who gave a definition of the legal parameters concerning the use of materials. He stressed that the emphasis must be on meeting humanitarian needs.

Zvi Brosh, Minister of Information, Israeli Embassy, briefed the group on the present status of the cease fire and present internal Egyptian situation. This material is presented as an off-the record talk and not recorded.

WEDNESDAY, June 9, 1971

The Wednesday morning session opened with a continuation of the discussion on the advisability of purchasing air time for UJA television spots.

MEDIA PLAN DISCUSSION (Cont'd.)

The possibility of purchasing blocks of time for special programming -- as opposed to buying spot time -- was proposed. The packaging of television program material as an effective tool for presenting our campaign needs to the local communities and the question of editorial control of material by television stations was explored.

Based on the recent FCC ruling concerning mandatory programming in prime time by local stations, it was unanimously decided that the UJA, working in conjunction with the CJFWF, should explore the possibility of preparing packaged programs.

An Ad-Hoc committee comprised of David Ebin, of CJFWF, Mira Berman, of Allerton, Berman, & Dean, and Mel Bloom was formed to explore the potential of this project. This Ad-Hoc committee is to report to the directors at the next scheduled meeting.

MULTI-MEDIA-MODULE:

A report on the experience encountered during the first five-month use of the multi-media-module was presented. (This report is attached as Addendum One.) Based on the findings of this report, a module program for 1972 was proposed.

This program included a proposal for the refurbishing and redesign of the present standing module; improved mechanical operation which will include a new, improved switching mechanism, new rigid screens, ceiling panels above the audio-visual booth, a new literature rack design; two new audio-visual programs and additional space for local graphic adaptation. Also proposed were regionalized module assignments which hopefully will assure broader exposure for the module program.

A proposal for community sponsored and owned multi-media-modules was presented. The proposed community owned exhibits would be patterned after the Cleveland Women's Division children's shelter module. A mobile version of the shelter with a price range of \$2,800 - \$4,900 is being offered. The extent to which this project is implemented will be based on community response.

The national Public Relations department has begun to investigate possible summer use of the module. We are checking with booking agents in order to facilitate use of the module at Expositions and State Fairs.

A final topic of discussion was a proposal by the local communities to prepare their own slide-shows for use with the UJA module.

An extension of this discussion covered the potential use of available UJA slide-shows without the module. Our experience with communities using the slide-shows as separate program material has been very successful.

Reaction to the module was positive. It was recommended that the Community Relations section check with each PR Director this month to ascertain their community campaign needs in regard to the multi-media module.

BOOK PROJECT:

Work is underway on a new UJA book. The working title is "We Promised a Miracle." It will be similar in format to the "Twenty-one Towns" book, and feature a Reader's Digest approach to human needs in Israel.

The book will contain features on problems such as education, the unabsorbed, health, border settlements, and a chapter on the middle-class family and their special problems. Each chapter will have a section detailing the UJA's programs for the alleviation of these problems.

The centerfold will contain a summary of statistical data relating to these problems in one paragraph capsules.

A four-page removable addendum to be used by workers and speakers will have a "facts at your fingertips" format.

The book is presently being edited by a representative of the Jewish Agency.

This project was tabled without discussion.

ISRAEL-MAGAZINE-OF-THE-AIR:

A new audio cassette program, tentatively titled "The Israel-Magazine-of-the-Air," was presented and the first sample cassette played. The material on the cassettes will include features on the needs of Israel interspersed with capsule reports on UJA programs and timely campaign news. The cassettes are designed for use by the campaign leadership as educational tools, and have a definite application as motivational climate setters for small parlor-type meetings.

The general consensus was that this program would be of considerable use on the local level. Discussion included requests for research into the possibility of tagging on local campaign materials to give the cassettes a local thrust.

VIDEO TAPE PROGRAM:

The use of video tape is both valid and valuable to the local campaign effort. The potentiality of this program depends entirely on the quality of materials produced and made available to the local communities.

Our basic problem with this program is the fact that the equipment in use by the communities is obsolete and replacement is necessary. A discussion of this problem was undertaken. The value of purchasing new equipment, which would include an editing capability, was discussed at length. The relative cost of trade-in and purchase vs. renting was discussed. The potential of obtaining studio recording equipment as well as play back equipment was discussed with a strong recommendation for the purchase of recording equipment.

The consensus was that video tape is a worthwhile addition to the community campaign efforts. The tremendous success of the Los Angeles tape program was presented as the premier example of what sound planning and implementation can accomplish in this medium.

The past use of existing video equipment for the presentation of Operation Israel mission interviews was discussed. This application was generally considered a valid tool for the re-enforcement of individual participation. It also received consideration as a useful tool for promoting interest in the Operation Israel program.

Among the advantages of video tape over potential use of film was the obvious cost advantage, re: cost of film estimated at \$1,000 per minute vs. cost of video tape at \$26 a reusable reel; in addition, the greater intimacy of the video media was considered a positive incentive.

The possibility of developing video tape programs for use in parlor meetings and as motivational material as a leader into live presentation was discussed. It was recommended that five-minute tapes be prepared for this use.

It was also proposed that the VTR be used in worker training. The application of this media in this area is considered to be limited only by the imagination of the local campaign staff.

It was recommended that David Ebin and Ruth Sherman prepare a memorandum outlining cost and possible program development and adaptation for distribution to the PR Director's as soon as completed.

UJA CLOSE-UP:

The discontinuation of the F.Y.I. project was announced and the UJA close-up, a confidential newsletter containing valid up-to-the-minute insider-type information, was proposed. The data included in this newsletter would replace the material previously sent on the discontinued UJA teletype. It was unanimously agreed that this project meets a real need in the local communities.

It was noted that these newsletters would have varied applications, with some issues containing highly confidential data to be sent to the top leaders only, alternating with broader interest material for general distribution.

PR MANUAL:

A review of the material made available in past campaign PR manuals was discussed. It was strongly suggested by the PR Directors that the PR manual be made available to their communities no later than Labor Day in order to facilitate optimum results from this valuable campaign tool.

SPEAKER'S KIT:

The preparation of an up-to-date speaker's kit for the '72 campaign was presented. The consensus was that this is a very valuable tool. However, its value is undermined if it is not made available before the actual campaign gets underway. It was decided that the material scheduled for inclusion in the speaker's kit receive broad distribution to local PR Director's for comments and recommendations prior to the finalization and printing.

CASH PROGRAM:

For the first time, the national UJA Public Relations is taking a creative look at the cash problem. A broad-range of public relations techniques and their possible application to the cash problem was discussed.

Included was the development of collateral direct mail pieces; the possible production of video taped appeal by Golda Meir; and the preparation of a personalized communique from UJA national, underscoring the vital need for the payment of cash.

A spin-off of this discussion led to an analysis of the problems related to working with the smaller contributors, those under \$10,000. A discussion of the Baltimore "Request Share Program"

was presented. It was requested that the PR Directors work on a program to develop stimulus for upgrading the success of our performance with the smaller givers.

It was proposed that the PR Directors try to sell the "Request Share Program" in their local communities.

Marty Waxman of Baltimore and Mel Bloom were requested to contact the directors individually and prepare a report on possible programs for reaching the under \$10,000 giver.

ADDRESS BY CONSUL JOSHUA PRATT:

AMERICAN JEWISH

The Consul spoke on emigration of Soviet Jews - problems with Soviet government in this regard; terrorization, effect of world outcry; difficulties of Jews in the shtetlach with the KGB; restrictions relating not only to getting visas but local retribution. The problem of the "homo Sovieticus" -- accustomed to having his needs provided for by the government - re: housing, education, employment -- and the serious problems that are encountered as a result on arrival in Israel. Can't live as Jews in Russia and can't live as Russians in Israel. Costs of visas, \$1,000 to leave Russia, plus \$550 to surrender Russian citizenship -- costs for luggage. Jews in Russia have independently offered money to other Jews who have permits for visas.

Reference was made to Jews who are programmed to return and discredit Israel to Russian Jews. Planted by the KGB, these Jews are isolated by other Jews in Russia. Pratt concluded with a discussion of the plight of some Jews who find it difficult to adjust to Israel and wish to return to Russia.

COMMUNITY COUNSELLING -- "OPERATION OUTREACH":

The national Public Relations Department is not only a production Center for PR materials, but is a source of counselling, development of local public relations strategy and assistance to communities of all sizes.

A unit has been organized within the Department to operate almost exclusively in this area. The personnel staffing this unit are not necessarily non-creative nor does the development of this unit preclude the use of other Department personnel in direct support of community activities.

During the past year, our counselling program has operated with a Regional Director on the West Coast and two national staffers assigned to special projects and year-end evaluation working from our New York office.

The counselling group will provide a one-to-one program for evaluating local needs and the development of creative and innovative programs to meet local campaign requirements. As each community will require different levels of services, the community relations group will be prepared to provide counsel, adapt national materials for local needs, provide on-site staffing for special projects.

Specifically, in support of Speaker's Bureau special packaging programs and Operation Israel recruitment, we are prepared to send national UJA personnel into local communities to work on these projects.

In addition, the possibility of assisting in the area of worker training is also being considered.

A further extension of this program will be the support of local PR Directors in their internal promotional problems regarding the selling of new concepts and programs to local Executive Directors and lay leadership.

An additional area of activity for this group will be in the implementation of special campaign strategy and projects in cooperation with the Campaign Department and the Executive Staff. In order to obtain maximum results from the Community Counselling meetings, the PR Staff will be prepared to discuss overall campaign problems. The parameters for the PR activity in this area will be established on a community-by-community basis under the aegis of the Field Department. The obverse side of this activity should encompass a support function in the PR area by the Campaign Department Field Staff.

The general consensus was that this expanded program of communications and specialized technical guidance will garner increased benefits for the communities and an expanded acceptance of national UJA materials by the Federations.

SPEAKERS BUREAU:

The Public Relations Department is not the Speakers Bureau; however, this topic was placed on the agenda at the request of the Federation PR Directors. Based on this request and our past experience, an innovative and creative look at the Speakers Bureau has been undertaken.

The Speakers Bureau does an outstanding job on traffic and booking. However, once the choice of a speaker for an event has been made, we must work to upgrade the use of this person in the local community. A broader overview of community events and methods for integration of the speakers into an overall "Battle Plan" was discussed.

The potential for prepackaging groups was noted, and the upgrading of support materials was urged. The excellent results experienced with the Kfar Ruppin package and Ruth Dayan tour were discussed, and the concept of providing an integrated PR program which would include on-site staff assistance from national UJA was recommended by the PR Directors.

The possibility of briefing for speakers on specific community problems--such as Cash and Operation Israel--and a debriefing by the local community was recommended. It was also proposed that national UJA prepare and distribute rating sheets for use by the communities in evaluating speaker performance. It was recommended that the special needs of the individual communities be taken into account when scheduling programs.

It was also suggested that greater emphasis be placed on making speakers available for public relations exploitation. It was explained that the Speakers Bureau is prepared to alter schedules, when warranted, to meet local publicity needs.

It was suggested that the use of speakers beyond their basic fund-raising role be explored at the time the speakers are booked into a community. A request for the development of new faces and broader-based speaking packages was discussed. In addition to scouting out new packages, the mechanics for updating resumes, photographs, and the preparation of valid press releases and introductions was requested.

It was suggested that regional public relations telephone conferences be initiated to facilitate upgrading of speaker performance and to provide more effective cross-bookings within specific areas.

The use of Young Leadership speakers was lauded and expansion of this project encouraged.

The advisability of placing UJA (marquee-quality) speakers on network shows prior to their local speaking engagements was recommended.

The general consensus was that there has been a great improvement in the general public relations outlook towards the effective use and exploitation of speakers.

The final topic of discussion covered the possibility of developing local speaking packages to be augmented by speakers provided by the national UJA Speakers Bureau.

UJA STUDY CONFERENCE - OPERATION ISRAEL:

The Study Conference and Operation Israel programs provide the most effective on-going public relations tool available to any fund-raising organization in the country. During the course of the past campaign, we have provided an elaborate program comprising a multiplicity of specific projects aimed at promoting community participation, exploitation of participation on a local level and an exploitation program keyed to the Israeli press.

Last year we provided the following materials and services:

- a. A press kit containing boiler-plate releases; by-line features and letters home to the community.
- b. Daily news releases were prepared in Israel and distributed to the Federations.
- c. Arrangements were made with the Jerusalem Bureau of the Associated Press to provide local community coverage on a request basis.
- d. Reprints of all non-classified speeches presented to the Mission participants were reprinted and distributed.
- e. Extensive photograph coverage was provided. This coverage resulted in the development of usable publicity photos which were distributed on a community-by-community basis.
- f. Videotape, film, and radio interviews.

The basic thrust of our 1972 program in support of both the Study Conference and Operation Israel Missions will be:

- a. Development of projects aimed at stimulating participation.
- b. An on-going campaign of exploitation, at home and in Israel.

For the traffic phase, we are considering development of a new Operation Israel brochure. Also under consideration is the production of a series of video tapes and a new Mission film.

The most serious problem encountered in the relationship between the UJA National Staff and the local Federations during the '71 campaign was the obtaining of valid information from the communities on their participants. Together with this was the failure of the local communities to stress with their people the importance of cooperating with our Israel-based PR Staff in developing news material for consumption both in Israel and at home.

An open discussion on these materials resulted in the following consensus:

- a. The daily releases should be discontinued, as in the course of a year's campaign they become repetitive and erode the local PR director's credibility with his media contacts.
- b. The volume of material in the press kit should be reduced. The by-line stories should be developed locally in the large communities serviced by a full-time PR staff. However, this material is still considered quite valuable for use by the smaller Federations without benefit of professional PR staffs.
- c. Reprints of speeches were considered a valid tool for distribution to the lay leadership.
- d. The AP wire arrangement will be used to a greater extent by the communities during the '72 campaign.
- e. It was felt that greater effort should be expended in arranging for interviews of the Mission participants by local reporters after their return to their local communities.
- f. There was a mixed reaction concerning the on-going value of the video film and radio interviews. The consensus being that if this effort merely constitutes reinforcements of individual "ego trips" they should be discontinued. It was recommended that the Community Counselling staff work with the individual PR Directors to ascertain the value of continuing this effort.

The question was raised over the problem inherent in publicizing individual Mission participants. It was generally felt by the PR Directors that publicizing the "wrong individual" could have a negative effect on their local campaigns. The Directors were advised that all applications are coded, and this information is forwarded to Israel in order to preclude the possibility of exploiting the "wrong people."

The general consensus was that the impact of Israel interviews appearing in the local media provided a tremendous boost to the local PR campaign effort. It was recommended that a greater emphasis be accorded this effort.

WORKER RECRUITMENT AND TRAINING:

Based on many requests for Worker Training Programs, a program is currently being developed by the UJA National Staff in conjunction with an outside professional firm.

This program will include a worker training film, a worker training manual; and a training manual for group leaders. This will cover a two-hour session. A second meeting may be scheduled mid-way into the campaign to re-motivate workers. Additional audio visual and other materials will be prepared for the second meeting.

Campaign and Public Relations Directors will be kept apprised of the progress of this program.

ADMINISTRATIVE GUIDELINES:

For the 1972 campaign, to ensure the expeditious handling of material requests, all general requests for materials will continue to be placed directly through George Silverman.

All special requests for materials and supplementary campaign assistance should be addressed to the Community Relations group.

NEWSPAPERMEN'S MISSION:

Ray Levy, Director of Public Affairs, addressed the meeting on the Newspapermen's Mission project.

Since September 1970, 52 editors and editorial writers have participated on four Newspapermen's Missions. These Missions have resulted in the greatest pay-out of exposure dollar-for-dollar than any other project in the public relations area. For an outlay of approximately \$50,000, we have received more than a quarter-of-a-million dollars in prime media space. In addition to the measurable space return, we have been able to develop among these newsmen an emotional commitment to Israel.

For 1972 there are three Missions planned with the possibility of a fourth developing downstream. These Missions, which will include a maximum of 15 reporters each, are scheduled for September, November and January.

Individual PR Directors were requested to consider recruitment of outstanding editorial people from their local newspapers and to report on this subject directly to Ray Levy.

A floor discussion concerning the feasibility and value of television Missions provoked a primarily negative response. The consensus being that the presence of television commentators on the regular Missions would detract from the spontaneity of the off-the-record responses to the print reporters. It was felt that there is such a limited cadre of TV commentators that prepare their own material, that this effort would be self-defeating because of these existing limitations. In addition, the realities of local affiliate news programming would probably preclude the possibility of breaking away integrated news from an extensive Mission Program.

PR DIRECTORS MISSION:

Early in September of last year, a PR Directors Mission with a fifty/fifty UJA/Community financial arrangement took place. While there was a problem concerning last-minute cancellations by a number of communities, it was generally concluded that the Mission provided an excellent opportunity for education and preparation of Federation PR Directors.

It was unanimously decided that there should be a Public Relations Directors Mission in 1972. Consideration was given to extending the scope of this Mission to allow a side trip. Three side trips were suggested:

- a. Vienna, Shoneau Malthausen
- b. Romania, JDC in action in an Iron Curtain country.
- c. Iran -- problems of a non-Western Jewish community

It was felt that greater emphasis on this Mission be placed on social problems including education, poverty, housing and health. The military aspect of this program should be de-emphasized and trips to the Golan and Sinai be restricted to those persons who have not been there before.

There was considerable concern in relation to the timing of the Mission with the general consensus holding for the second week in September. It was requested that the UJA contact federation directors concerning the possibility of their PR Staff participating on this Mission. Letters giving the dates and status of the mission will be sent out to Executive Directors from the UJA National headquarters.

Murray Kass offered to develop a JDC program if a sub-mission is provided.

RESOLUTION:

The following resolution was proposed by Marty Waxman, Public Relations Director of the Baltimore Federation. This resolution was seconded by Sydney Nemeroff, Public Relations Director of Philadelphia Federation, and passed unanimously.

1. Commended UJA and Council P.R. for adhering to consultive approach to campaign development.
2. Urged acceptance of "Keep the Promise" Slogan.
3. Requested the selected photos, graphics, roughs, copy and other print elements be sent to Federation P.R. Directors no later than Labor Day.
4. Strongly urged timely implementation of film program, beginning immediately, with five-minute film essays on human needs in Israel and other lands.

SUMMARY:

The Summary was presented by Ellsworth Rosen, 1971 Chairman of the PR Directors Meeting.

The meeting covered a tremendous range of material. A major thread running throughout this two-day conference was the evidence of a major improvement in the feeling of cooperation between the PR Directors and the National UJA Staff.

Based on my 15 years experience, this year's meeting has produced the finest materials both in quality and timing. The established priorities and tremendous progress experienced in these two days augurs well for the continued improvement of relations and effective implementation of public relations in the coming campaign. From here we can look forward to meeting again at the Council meeting in September and General Assembly in November to utilize these opportunities to meet again and exchange new ideas and data.

CLOSE:

A brief reconvening of the PR Directors was unanimously agreed to, to be held on the day prior to the departure of the Public Relations Directors Mission. Sidney Nemiroff, Public Relations Director of the Philadelphia Federation, was elected Chairman of the PR Directors Committee for the 1972 campaign and will preside over the September meeting.

NEW YORK UJA PUBLIC RELATIONS COMMITTEE MEETING

On June 23, Melvyn Bloom, and Irving Friedman, accompanied by Mira Berman of Allerton, Berman and Dean went to the offices of Maxwell Dane to present to the New York Public Relations Committee our basic materials, ads and embryonic film program that we have developed for the 1972 campaign. We began with a presentation on the campaign tone and direction. We discussed the slogan and Mira Berman then presented the advertising campaign which was developed by her agency.

The committee unanimously endorsed both the approach which we had taken, and the specific slogan, which they felt was an excellent translation of the needs for 1972. Specifically, they felt that the advertising campaign reflected the "almost war, almost peace" situation in Israel, while at the same time rendering itself to an interpretation which stressed human needs as well.

The other areas which were covered during the meeting included the two brochures which are now being developed, the New York Times Sunday Supplement idea which they felt would lend itself well to the small space advertising campaign, and the film program. The brochures and ad campaign were received enthusiastically with a minimum of comment. On the idea of the supplement -- it was unanimously felt that this was an excellent idea and illustration of creative and innovative thinking. It was something that they said they would like to consider very seriously, and they were given specific cost figures to aid them in that discussion.

We also discussed the film program for 1972 and this too received a good reception. All members of the committee expressed the dire need for a campaign film, for which they have not had now for some time and were unanimously in favor of a comprehensive film program such as that outlined.

Overall, both we and the PR Committee felt that the meeting was an important step in the direction of uniting the public relations thrust of the National and the New York UJA campaigns, and that our meetings should be held on a regular basis. They felt that our very presence after some years, indicated an interest in this direction, and that we should continue along this path. A meeting was tentatively scheduled for the fall to go over materials that had been developed up until that point and discuss the possibility of their usage for New York UJA.

Committee members -- including the co-chairman, Emil Mogul, indicated that they felt the slogan concept, and specific ideas were the best they had seen from the National office, and asked for assurances that

page 2

that it would not be altered. Marshall Weinberg referred to it as "a breath of fresh air." Murray Peters, who was very complimentary about our new cooperative efforts -- said that it was the best material he had seen from the National office in his thirty-four years on the job.



NEW PRESENTATIONS

FILM

BBC PANORAMA: GOLDA MEIR: 16 mm color sound film. BBC PANORAMA: GOLDA MEIR is a gripping documentary of Prime Minister Golda Meir's life. Taking the form of an interview with Mrs. Meir, combined with moving historical footage, it vividly intertwines her personal life with the events of the century which have shaped Jewish destiny, especially the history of the settlement in Palestine and the formation and growth of Israel.

BBC PANORAMA: GOLDA MEIR is available to Federations in sixty minute length for meetings, and fifty-two minute version which may be programmed for a one hour television presentation. UJA owns the television rights until January 1975 for two television showings in each community. UJA and/or local Federation sponsorship must be indicated in the television presentation by using nationally and/or locally produced public service television spots and/or interviews with UJA or Federation personalities. However, television stations may also use commercial messages for a portion of the spot announcements.

THE RETURN: 16 mm color sound film. Twenty-three minutes. This film, produced by a crew of Soviet film makers who recently emigrated to Israel, tells of the struggle of Soviet Jewry for freedom and relates the personal experiences of Soviet Jews as they adjust to their new lives in Israel. Cleared for television.

EDUCATION IS FOR LIFE: 16 mm color sound film. Ten minutes. The importance of education to building a fulfilling future for Israel's people is depicted in this filmic essay, which focuses on the work of the UJA-supported educational programs in Israel. Cleared for television.

IT IS NO DREAM: 16 mm color sound film. Seven minutes. The arrival of Soviet Jews in Israel via Vienna is the focus of this short filmic essay, a "mood piece." Cleared for television.

SLIDE AND SOUND

CANTATA IN SOUND AND LIGHT: color slide, film and stereophonic sound presentation. Thirteen minutes. Originally premiered at the 1973 UJA National Conference, CANTATA is a powerfully dramatic presentation of the history of the people of Israel with emphasis on the continuing achievements of UJA-supported programs. It demonstrates the ongoing need and responsibility of the American Jewish community's assistance to Israel in terms of Israel's basic, and often unexpected, needs, as well as the tradition which binds every Jew with the Israeli experience.

The multi-media CANTATA is currently available in two versions. The five screen version costs \$3,500 for one showing plus transportation and expenses for two technical directors. The three screen version costs \$1,000 for one showing plus transportation and expenses for two technical directors. CANTATA is also being adapted to 16 mm film and will be available in this form by late February.

COVENANT: split screen color slide presentation with sound cassette tape which is inaudibly signaled for synchronization. Eighteen minutes. COVENANT is a panoramic view of the historical obligation and struggle of the Jewish people to hold fast to its peoplehood. First-person material from the early Zionist years, the Holocaust, the birth of Israel, and the rise of immigration all form a sweeping perspective for your community audiences. The voice of Theodore Bikel is featured.

Equipment needed for showing COVENANT is one carousel projector capable of taking synchronization (Kodak Carousel #600, #700, or #800 is recommended), a cassette player capable of taking synchronization (Elko Optisonics Sound-o-Matic I or II is recommended), appropriate synchronization cord to connect the projector and cassette player, and a screen.

1972 PRODUCTIONS STILL AVAILABLE:

FILM

A TIME TO BUILD: 16 mm color sound film. Twelve minutes. Housing and absorption needs in Israel have reached critical proportions. This film dramatically illustrates what is being done to help ease the strain and what still remains to be done to "Keep the Promise." Not cleared for television.

A TIME TO REJOICE: 16 mm color sound film. Fourteen minutes. This film focuses on the day-to-day problems of absorbing new immigrants from the Soviet Union into Israeli society. It depicts life as it is for these men, women and children...finally free to live fully as Jews now that they have come home to Israel. Not cleared for television.

A DREAM DEMANDS STRUGGLE: 16 mm color sound film. Twelve minutes. A study in contrast of two development towns in Israel...Netivot, a town struggling hard to succeed, and Migdal Ha'Emek, a town which has "made it"...this film points out the importance of the humanitarian programs supported by free-world Jewry and how they can make the difference between success and failure in Israel's new towns. Cleared for television.

HERITAGE OF LOVE: 16 mm color sound film. Eleven minutes. This film presents a fast-paced, capsulized look at the crucial work carried out by the American Joint Distribution Committee through its varied humanitarian programs around the world. Country problems highlighted are Israel, Iran, France and Yugoslavia. Cleared for television.

UJA AUDIO VISUAL PRESENTATIONS

SLIDE AND SOUND

Each color slide presentation, with the exception of RACHEL'S DAUGHTERS, comes with an audibly beeped reel-to-reel tape sound track and a loaded carousel tray of slides. When scheduling slide presentations for meetings, plan to supply the following equipment: a carousel projector (Kodak Carousel #600, #700, or #800 series recommended), a reel-to-reel tape playback unit and a screen. All slide presentations are cleared for television.

RACHEL'S DAUGHTERS: Sixteen minutes. Combining the faces and voices of six Israeli women who tell the story of their lives with charm and candor, this show is especially useful for Women's Division meetings. Equipment needed in addition to the recommended projector and screen, is a cassette player capable of taking synchronization (Elko Optisonics Sound-o-Matic I or II is recommended), and a connecting cable.

CLAIRE DAVIDSON, M.D.: Four minutes. Features JDC/Malben's pioneering Health, Counseling and Guidance Center for the Aged in Jerusalem's Katamon district.

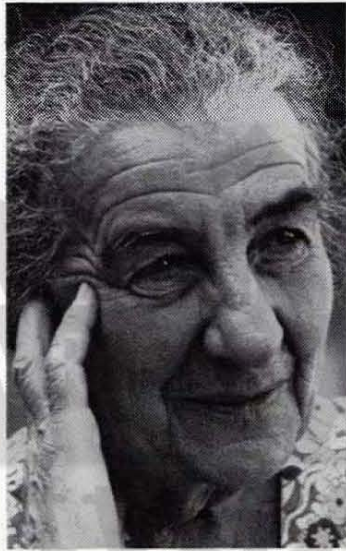
DAVID: Four minutes. Emphasizes the humanitarian needs of the people of Israel, as personified by the life of a typical young Israeli soldier, at home and on the borders.

THIS IS MICHA: Four minutes. A moving portrait of the work of MICHA, the JDC-supported Israel Society for Pre-school Deaf Children. Narrated by Arlene Francis.

DEGANIT: Eight minutes. Originally produced for UJA's Multi-Media Module Exhibit, DEGANIT presents a child's-eye view of life on an Israeli border kibbutz.

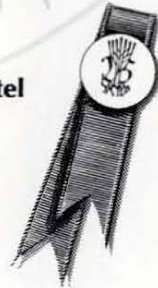
Items are available at no cost other than that incurred in returning the films. Requests with desired dates should be made to:

Public Relations: Audio Visual Department
United Jewish Appeal
1290 Avenue of the Americas
New York, New York 10019



The United Jewish Appeal
Honors Her Excellency
GOLDA MEIR
in a national tribute of the
American Jewish community
to the woman of our time
in celebration of
Israel's 25th anniversary

March 5, 1973
The New York Hilton Hotel
Rockefeller Plaza
New York City



1969 MATS and PHOTOS

NEW PICTURE MATERIAL

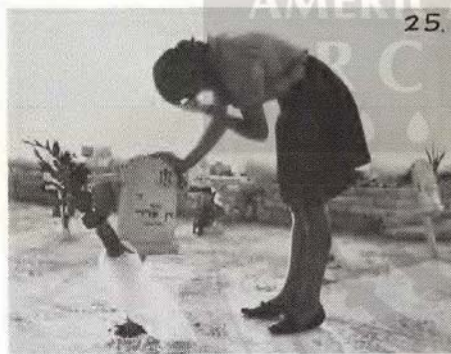
For your guidance in planning literature or publicity, the United Jewish Appeal offers this proof sheet indicating photos and mats available. Order by key numbers from Publicity Director, United Jewish Appeal, 1290 Avenue of the Americas, New York, N.Y. 10019. Prints 8" by 10" glossy. Mats (60-screen) as shown.

The UNITED JEWISH APPEAL is the American Jewish community's major channel of funds for overseas aid. It supports the UNITED ISRAEL APPEAL INC., which, in turn, funds the JEWISH AGENCY's programs for resettlement and absorption of Jewish immigrants in Israel; the JOINT DISTRIBUTION COMMITTEE, the

major American agency aiding needy Jews overseas; the UNITED HIAS SERVICE, which provides for transportation of oppressed Jews and for their resettlement in free nations other than Israel, and the NEW YORK ASSOCIATION OF NEW AMERICANS, which assists Jewish refugees in the United States.



A bright sun and warm friendships lighten the days of these residents of a home for senior citizens in Israel, one of 11 supported with the help of United Jewish Appeal funds raised through the 1969 Emergency Campaign.



Israel knows no peace. While the valiant Israeli people shoulder the burden of continuing defense costs, humanitarian contributions from the 1969 United Jewish Appeal Emergency Fund help to succor the needy and expand social services throughout the beleaguered country.



Last year, these home builders were in the crew of an Israeli tank speeding through Sinai. Today, they begin to erect the walls of a clinic in one of the country's 21 new development towns. Skills like these are learned at ORT schools supported by contributions to the 1969 United Jewish Appeal Emergency Fund.



Children like these are the future of Israel. The United Jewish Appeal 1969 Emergency Campaign supports Youth Centers in 21 development towns throughout the nation, providing recreational opportunities as war tension continues.



Little Girl What Now. Uprooted from her home in Algeria, this child waits for word that she and her family will settle in Israel. United Jewish Appeal funds help finance community canteens for thousands of needy refugees in Israel and abroad.



This Israeli mother weeps at the grave of her husband, killed by Arab terrorists six months after the "cease fire" of the Six Day War. While mounting defense costs are borne by the valiant Israeli people, humanitarian contributions to the United Jewish Appeal 1969 Emergency Campaign provide food, shelter and education for thousands of new immigrants.



The Six Day War brought waves of new immigrants to Israel from Arab lands. Young men like these will learn new skills, their families will be housed and their children will receive schooling through funds provided by United Jewish Appeal agencies during the 1969 Emergency Campaign.



From Teheran to Paris, from Tel Aviv to Casablanca, the Joint Distribution Committee feeds needy Jewish youngsters like these with funds supplied by the United Jewish Appeal 1969 Emergency Campaign.



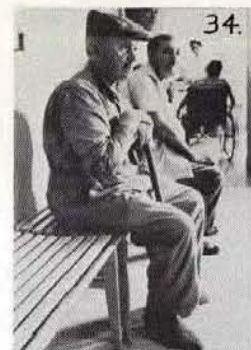
At an age when most girls worry about a date for the evening, this Israel reservist helps to guard a Kibbutz in the Beth Shan Valley. The United Jewish Appeal 1969 Emergency Campaign helps to keep vital social services intact while the besieged nation fights for survival.



These tears are shed for a father who died defending his homeland. Today, more than a year since the end of Israel's Six Day War, the battle continues. The United Jewish Appeal 1969 Emergency Campaign will maintain vitally needed social services while the people of Israel fight for survival.



Six months ago, this Moroccan farmer arrived in Tel Aviv with nothing more but the clothes on his back and a dream for the future. Today, thanks to a job training program administered by ORT, a United Jewish Appeal agency, he begins a new life in Israel as an apprentice mechanic. The 1969 UJA Emergency Campaign will help support training programs for thousands of new immigrants from all over the world.



This Israeli senior citizen waits for modern medical care at a clinic supported through humanitarian contributions to the United Jewish Appeal. UJA's 1969 Emergency Campaign will help maintain this health while the Israeli people fight to preserve their nation.



Busy hands and an active life in one of Israel's 11 homes for senior citizens, where this woman and nearly 4,000 of her friends are helped through Malben, a special program of the Joint Distribution Committee with funds provided by the 1969 United Jewish Appeal Emergency Campaign.



Little Girl! What Now. Uprooted from her home in Algeria, this child waits for word that she and her family will settle in Israel. United Jewish Appeal funds help finance community canteens for thousands of needy refugees in Israel and abroad.



Traditional "kibbutznik" hat perched jauntily on his head, this child is building a new life with his family in Israel, thanks to funds supplied by the United Jewish Appeal. UJA's 1969 Emergency Campaign will resettle thousands of immigrants in their new homeland this year.



Final Papers. According to Israel's "Law of The Return," citizenship is extended to every Jew who wishes it. The Jewish Agency, with funds provided through the United Jewish Appeal 1969 Emergency Campaign, will help to transfer and resettle thousands of families like this in Israel this year.



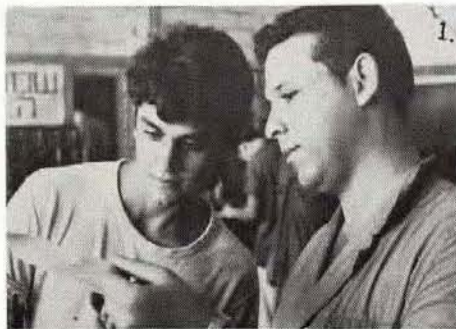
Fresh from a crowded slum in Casablanca, these children will build a new life in Israel, thanks to funds supplied through the United Jewish Appeal 1969 Emergency Campaign.



A stick as a prod for her flock and a submachine gun to protect the hard earned land are standard tools for this sabra on a kibbutz near the Golan Heights. Funds contributed to the United Jewish Appeal 1969 Emergency Campaign will maintain vitally needed social services while the Israeli people continue their fight for existence.



Under Israel's justly famed Law of The Return, all Jews can become citizens, regardless of age or physical handicap. These senior citizens are helped in an old age home, one of 11 made possible through funds supplied by the United Jewish Appeal 1969 Emergency Campaign.



1. An apprentice reports to work at one of the four training centers administered by ORT with funds provided by United Jewish Appeal. The 1969 UJA Emergency Fund will help to train more than 10,000 apprentice skilled workers in Israel this year.



2. A New Voice to Hear. The Joint Distribution Committee uses funds raised through the United Jewish Appeal 1969 Emergency Campaign to aid thousands of such handicapped citizens in Israel and 30 other foreign countries.



3. Six months ago, this Moroccan father was fleeing for his life. Today, he is about to sign the final papers for a new life in Israel. The Jewish Agency, through funds supplied by the United Jewish Appeal 1969 Emergency Campaign, will help to transfer, resettle and absorb thousands of new immigrants through the year.



4. A stick and a worn out tire are poor substitutes for a well rounded program at a Youth Center. A contribution to the United Jewish Appeal 1969 Emergency Campaign will help provide recreational opportunities for children like these throughout Israel.



5. Children like these are the future of Israel. The United Jewish Appeal 1969 Emergency Campaign supports Youth Centers in 21 development towns throughout the nation, providing recreational opportunities as war tension continues.



6. The sword and the ploughshare rank equally in importance while Israel fights for survival. Contributions to the United Jewish Appeal 1969 Emergency Campaign will provide vitally needed social services while communal farmers such as these till and guard their hard earned land.



7. In a few years, this youngster will begin a new career as a carpenter. This school is one of 43 in Israel teaching occupational skills to more than 25,000 new workers. ORT administers the schools with money supplied by the United Jewish Appeal 1969 Emergency Campaign.



8. These Jewish tots fled Egypt with their parents after the Six Day War. Today, they are fed daily by the Joint Distribution Committee while they wait to begin a new life in Israel. The United Jewish Appeal 1969 Emergency Campaign makes this and other vitally needed social services possible.



9. The Right Answer. These students are learning new skills at the Ramat Gan Vocational High School in Israel, an ORT project supported through funds supplied by the United Jewish Appeal. The 1969 UJA Emergency Campaign will help sustain vocational training centers for nearly 70,000 students in Israel.



10. Checking the plans for a new recreation hall at an Israel development village. Many of Israel's new immigrants lack the skills to be hired at the nation's 21 such new towns. ORT, with funds provided by the United Jewish Appeal 1969 Emergency Campaign, is providing the training they need.



11. A Father's Love. This man kept his family of six together after fleeing Morocco at the close of the Six Day War. Funds provided by the United Jewish Appeal helped to feed and clothe them while they waited to begin a new life in Israel.



12. The Right Answer. These students are learning new skills at the Holon Vocational High School in Israel, an ORT project supported through funds raised by the United Jewish Appeal. The 1969 UJA Emergency Campaign will help sustain vocational high schools for nearly 30,000 students in Israel alone.



This smiling Iranian immigrant is learning to be an aircraft mechanic at the ORT factory school in the Bedek Aircraft Company in Tel Aviv. Israel's rising number of new citizens receive needed job training, made possible through ORT with funds supplied by the United Jewish Appeal.



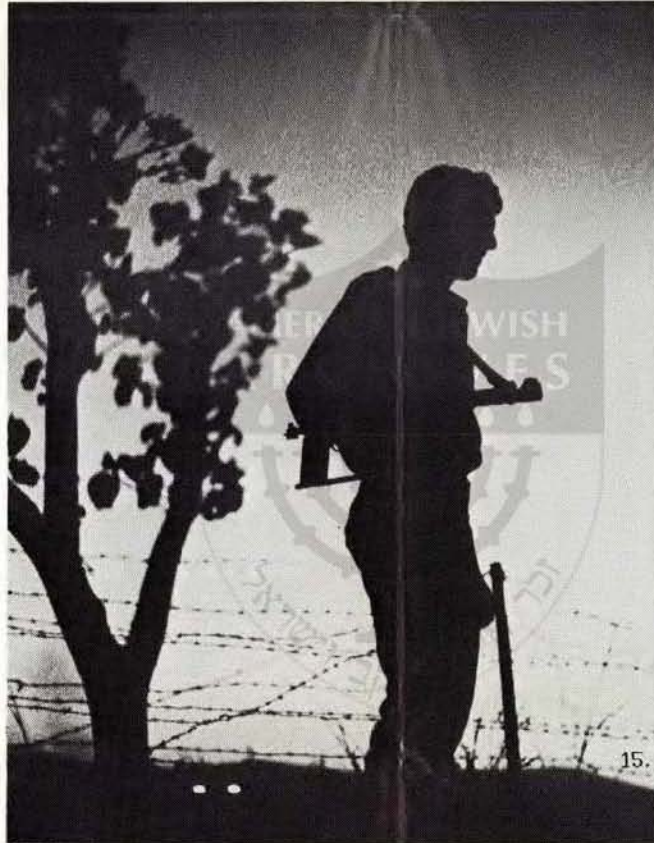
These lucky tots spend their days in a nursery school in Israel. Your contribution to the United Jewish Appeal 1969 Emergency Campaign will help provide many more like it for their less fortunate friends.



Age or infirmity are no limitations to citizenship in Israel. This oldest from Iran receives modern medical care through funds supplied by the United Jewish Appeal 1969 Emergency Campaign.



This senior citizen enjoys a meaningful life in one of the 11 old age homes supported by United Jewish Appeal funds in Israel. UJA's 1969 Emergency Campaign will continue to provide vitally needed services to her and 4,000 like her throughout the year.



Night watch. More than a year has passed since the last shot was fired in Israel's Six Day War, but peace is still a dream for the future. Contributions to the United Jewish Appeal 1969 Emergency Campaign will maintain vitally needed social services during the nation's fight for survival.



A New Beginning in Israel. These Moroccan immigrants shed tears of joy in their new home, a housing unit provided by the Jewish Agency with the help of funds raised through the United Jewish Appeal 1969 Emergency Campaign.



To Israeli children like these, frolic in the school yard must always include a romp across the ever present bomb shelter. Youth Centers provided through funds contributed to the United Jewish Appeal 1969 Emergency Campaign will make their days more meaningful while Israel fights for survival.



Six months ago, this Moroccan family was fleeing for its life. Today, they are beginning a new life in Israel. Under the Law of The Return, every Jew who wishes to enter Israel is free to do so. The Jewish Agency, supported with funds provided through the United Jewish Appeal 1969 Emergency Campaign, will help to resettle and absorb thousands of needy refugees this year.



Father and son are re-united in Israel at last. Funds from the United Jewish Appeal 1969 Emergency Campaign help to bring immigrants to Israel from oppressed lands throughout the world.



Age is no barrier to a new life in Israel. This recent arrival receives modern medical care in a Tel Aviv hospital aided by contributions to the United Jewish Appeal 1969 Emergency Campaign.



Six months ago, this Moroccan family was fleeing for its life. Today, they are beginning a new life in Israel. Under the Law of The Return, every Jew who wishes to enter Israel is free to do so. The Jewish Agency, supported with funds provided through the United Jewish Appeal 1969 Emergency Campaign, will help to re-settle and absorb thousands of needy refugees this year.