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AMERICAN JEWISH  
ARCHIVES

**"SURVIVAL MEANS SACRIFICE"**

**Public Relations Manual**

זכר אלה יעקב וישראל

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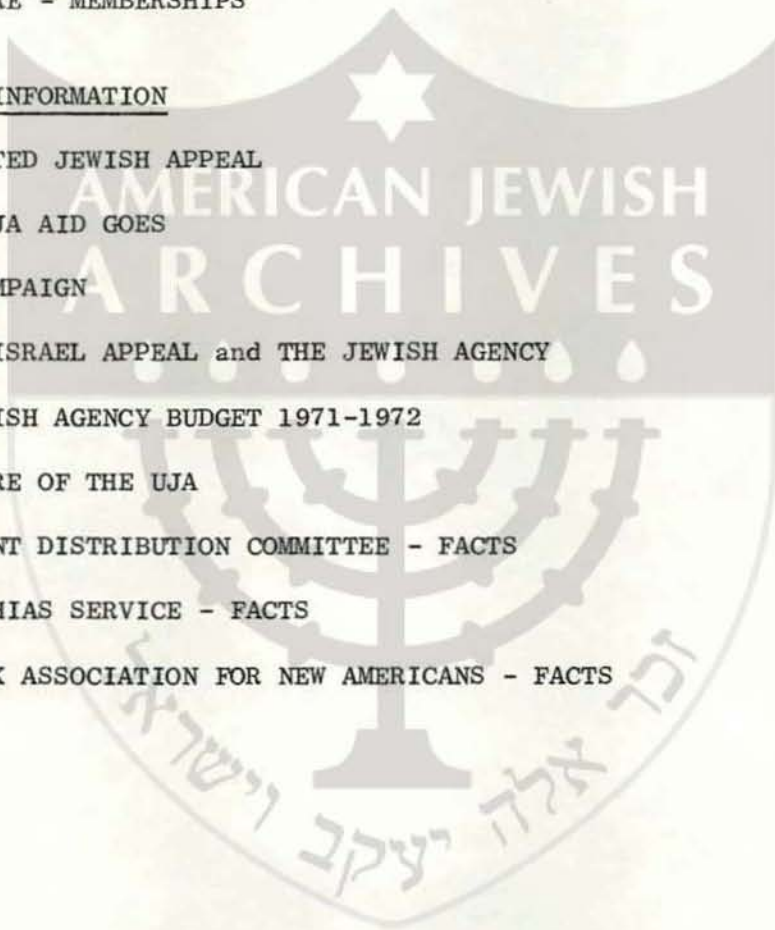
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PURPOSE OF THIS MANUAL

The purpose of this manual is to help you develop and maintain a more effective public relations effort on behalf of the United Jewish Appeal and your community campaign. It should serve as a continuing reference for ideas and procedures which may be adapted to your needs. In addition to the manual, the UJA public relations staff is always available for consultation and assistance in your programs. Members of the staff are specifically assigned to provide such assistance -- on the scene if necessary.

The basic objectives of the UJA's public relations program include the following:

1. To create and maintain a favorable climate of opinion, thus heightening receptivity and response to our fund raising efforts.
2. To improve understanding and increase public awareness of the local Federations or Welfare Funds, their services, policies, methods and objectives.
3. To heighten public understanding of the scope and nature of the human needs in Israel and other countries, and the crucial responsibility of the American Jewish community vis-a-vis these needs.

Success in accomplishing these objectives can be best achieved by maintaining close communication with these groups:

1. The local Jewish community and its leadership (including opinion leaders who may not be actively involved in your Federation or Welfare Fund).
2. The Anglo-Jewish press.

3. The general press (including all news media serving your community).

Of secondary importance are the following groups:

1. Civic and business leaders of the general community.
2. State and local government officials.
3. The non-Jewish general public.

We hope that this manual will help give you some basic guidelines for working with these groups and achieving the desired objectives of your program. This year, for the first time, it is presented in a concise fashion, and designed for use by those who may not be full-time professional public relations directors. We realize, of course, that the manual cannot be all inclusive or completely relevant to your specific needs. In the final analysis, it is you, the community professional, who must plan and enact the program which will meet your own individual needs.



PUBLIC RELATIONS COMMITTEE

In communities where the Federation lacks the services of a full-time public relations professional, it is often advisable to organize an ongoing public relations committee, consisting of lay volunteers with professional competence in the communications field.

Functions:

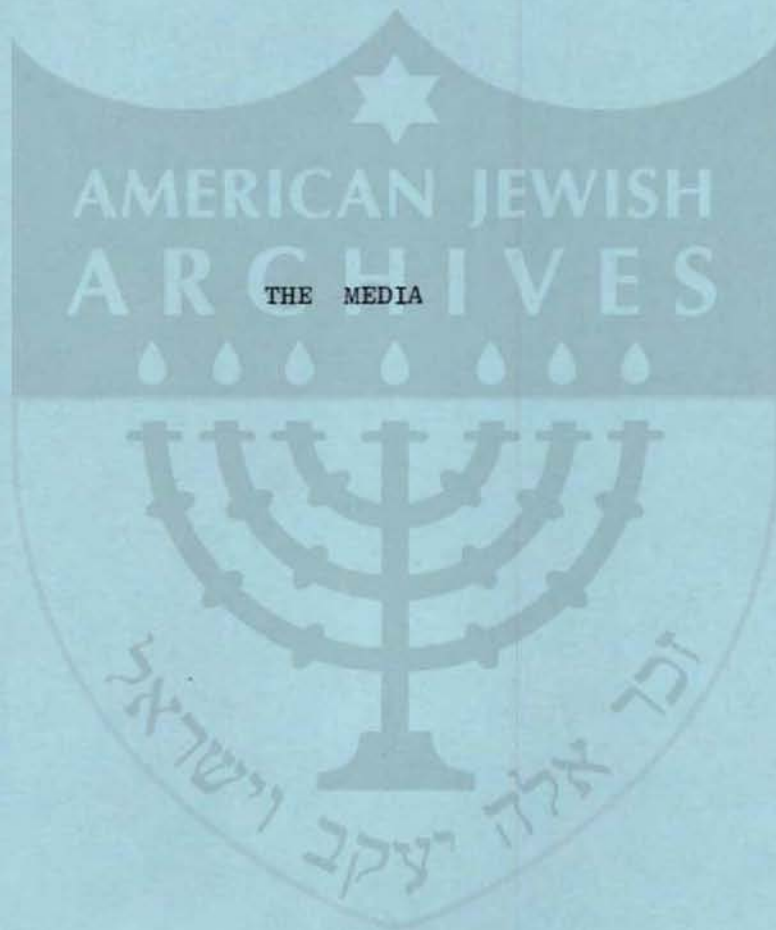
A public relations committee may be

1. A 'working' or 'production' committee, actually preparing and distributing public relations materials to media, and producing campaign materials and other items for internal use.
2. An advisory committee, available to help in the planning and development of the program, and in establishing and maintaining valuable media and community contacts.
3. A combination of both of these, depending on the particular needs of the community.

Membership:

Membership in the committee might be solicited from the ranks of

1. Local advertising and public relations agencies.
2. Local newspapers.
3. Radio and television news, public affairs, and program staffs.
4. Advertising and public relations departments of local business and industry.





PRESS, RADIO & TV RELATIONS

POLICY

A. Every Federation should do its utmost to help the press -- newspapers, wire services, magazines, radio and television -- report and interpret the local organization on a continuing basis.

B. By the same token, every effort should be made -- particularly during the campaign period and the weeks which precede it -- to encourage special reporting on the campaign, and especially on the needs it is designed to meet.

C. To help increase public understanding of the needs of both the local Federation and the UJA, you must:

1. Issue news releases on matters of genuine news value.
2. Supply factual information willingly and promptly in answer to inquiries from representatives of the press.
3. Provide factual information to correct misstatements. Speak up quickly and accurately on issues which affect our agencies and our efforts.
4. At all times, maintain good working relations with the news media. It is especially important to know the members of the press and let them know you, and develop relationships of trust and confidence with one another.

PROCEDURE - PRESS, RADIO & TV RELATIONS

To reach the various news media with your story, one or more of the following methods, or any combination of them, might be used depending upon the circumstances:

1. Preparation of background materials.
2. Replies to questions about your local Federation or UJA.
3. News releases and photographs.
4. Interviews and feature stories.
5. Speeches, meetings and special events.

To avoid inconsistencies in replies to queries, all requests for information from the press should be handled, if possible, by the local Executive Director, or the Public Relations Director, if there is one.

Caution: All who are questioned by the press should guard against off-the-cuff comments which might be misinterpreted. If there is any doubt about the accuracy of a statement, don't make it.

Judgement must be exercised in what is said so that you do not disclose confidential information. By the same token, don't go overboard and make yourself and those you represent look silly by treating as 'confidential' information which is readily available.

Correcting misstatements - The need to correct misinformation about your efforts is ever present. Significant errors of fact should be called to the attention of editors in a helpful and friendly manner through a telephone call, meeting or letter. Keeping good press contacts, and supplying local media with background information are two ways to help prevent misstatements. Good preventive public relations is one of the most common omissions of even the best-intentioned professionals.

Personal contacts are invaluable. It is expected that you will have a wide personal acquaintance with publishers, editors and other executives of publications, wire services, and radio and television stations in your area, and with appropriate reporters. Keep all of these contacts current, but don't be a "nudnik." Establish a reputation for coming to the media with good stories and legitimate ideas.

Professionals with press relations assignments must make stand-by arrangements for coverage of any urgent news situation which may develop when they are away from the office. In addition, since your service to the press should not be limited to specific hours, media should have on file the home telephone number of top management and public relations personnel for use after hours or on weekends. Remember that most newsrooms operate on a 24-hour basis.

Certain basic procedures should be followed in preparing news releases, feature or background material. This copy should:

1. Briefly cover all significant facts, with the most important facts in the first paragraph. (What? Where? Who? Why? When?)

2. Always identify a contact for further information.
3. Suggest a time and date for release. Avoid a lapse of more than a day between probable date of receipt and the release date.
4. Be accompanied by a photograph, whenever possible.

If the story has any pictorial possibilities, have a 8x10 inch glossy print made and submit it with the news release. Always prepare a caption for each photograph. Take care to identify subjects thoroughly and accurately.

Dissemination of press materials. List all news outlets in your area, including:

1. Daily newspapers
2. Weekly newspapers
3. Anglo-Jewish Press
4. Radio stations
5. Television stations
6. Other publications published and distributed in your area, including neighborhood or suburban newspapers, "Shoppers", regional magazines, labor papers, house organs, etc.
7. Bureaus of the wire services, networks, and non-local newspapers and magazines.

Note which of these media use photographs, the day of publication, deadline days and times, names and addresses of key editors and reporters, etc.

The best way to make sure your release gets into the right hands is to deliver it to the editor, city editor or religious affairs editor at the local newspaper. Sometimes, your organization will be made a regular part of a particular reporter's 'beat.' Take material directly

to the news department at the radio-TV stations when possible. By presenting the typewritten (or mimeographed) release in person, you may have a chance to discuss the story with the editor and answer questions. You need not do this each time you have a release; try to be objective in judging the interest of the general community in your story. If the editor is busy, do not insist on seeing him -- make it another time, far from deadline periods.

To prepare for urgent situations, make arrangements to call the editor directly when warranted. Never abuse this privilege for a story which an editor is likely to consider marginal. His decision on the play he gives your story is based on the story's news value, not on your willingness to ask him for a 'favor.' Remember that an editor sees the big picture. A story which might be important to you may have virtually no news value when considered in the light of the editor's total audience. When this is the case, don't oversell. Such behavior could well lose your deserved attention when you have a more valuable story to tell.

MEDIA PLANNING

In order to stimulate readiness and rapid response to a local campaign, a strong program of media planning must lay the groundwork for solicitation. We suggest that all local media be used for both advertising and publicity so that you reach as many segments of the community as possible.

There are three basic tools available to launch and sustain your campaign: advertising; publicity, and printed campaign materials.

Advertising

It is important that both public service and paid advertising be used during the campaign. The period of maximum advertising should occur during the first month of the campaign in order to build community awareness of its goals. The use of general and Anglo-Jewish newspapers, radio, TV, and outdoor advertising is recommended to achieve maximum saturation. As awareness of the campaign builds to a peak, the amount of paid advertising can be diminished.

Publicity

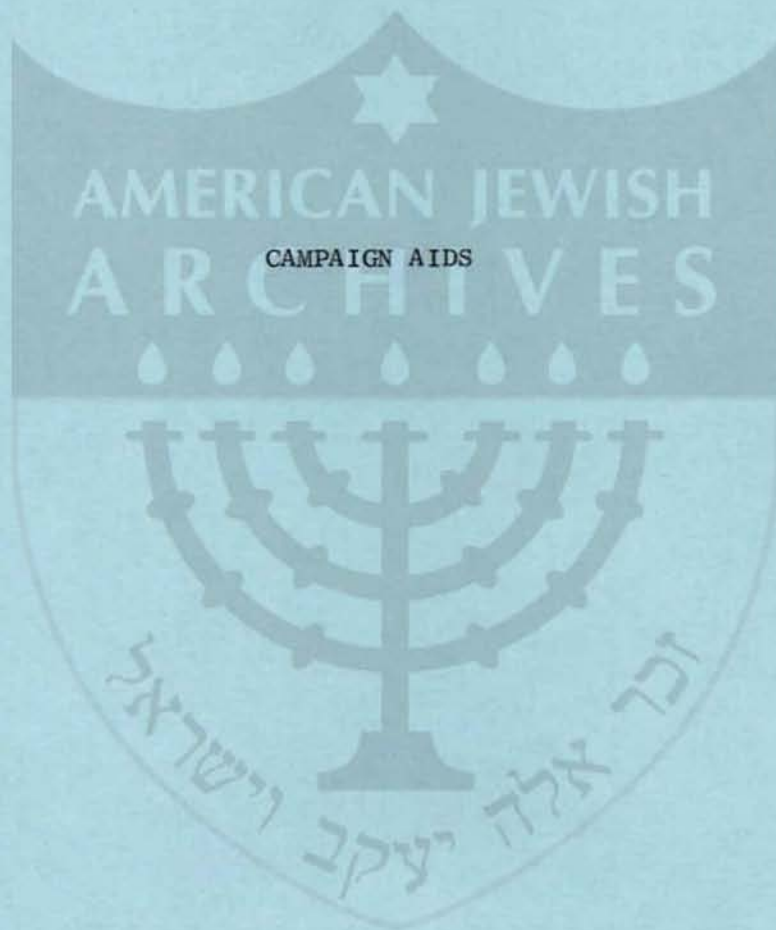
All opportunities for free publicity should be utilized before and during the campaign. Press releases announcing the campaign and its progress are an effective way of getting publicity. Photographs should be included where possible. Feature stories about such things as the campaign's goals, its chairman, and progress are of great community interest and should not be difficult to place with the media. Press conferences are an ideal way of making an impact on the press and generating publicity for the campaign.

Campaign Materials

After the initial phase of advertising, a direct mail campaign should begin utilizing national and local campaign materials. These materials reinforce your advertising and publicity and make the appeal personal.

The key to an effective media plan is timing so that each appeal -- from whatever source -- supplements and reinforces the other.



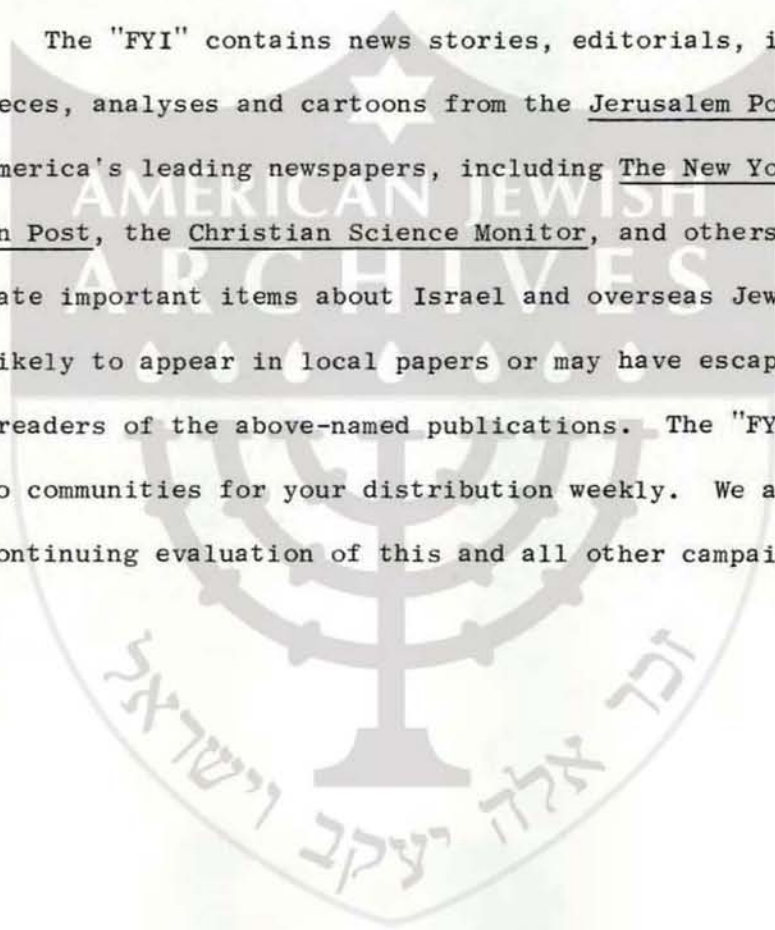




UJA COMMUNITY AIDS: FYI

The weekly "FYI" sheet of news clippings are designed to help background the UJA message in your community in a timely and interesting way. It should be used to help educate contributors, by promoting understanding and a sense of urgency with respect to the continuing emergency in Israel and to the needs of destitute and persecuted Jews throughout the world.

The "FYI" contains news stories, editorials, in-depth background pieces, analyses and cartoons from the Jerusalem Post and from many of America's leading newspapers, including The New York Times, The Washington Post, the Christian Science Monitor, and others. The aim is to circulate important items about Israel and overseas Jewish needs which are not likely to appear in local papers or may have escaped the attention of local readers of the above-named publications. The "FYI" is now sent in bulk to communities for your distribution weekly. We are interested in your continuing evaluation of this and all other campaign materials.

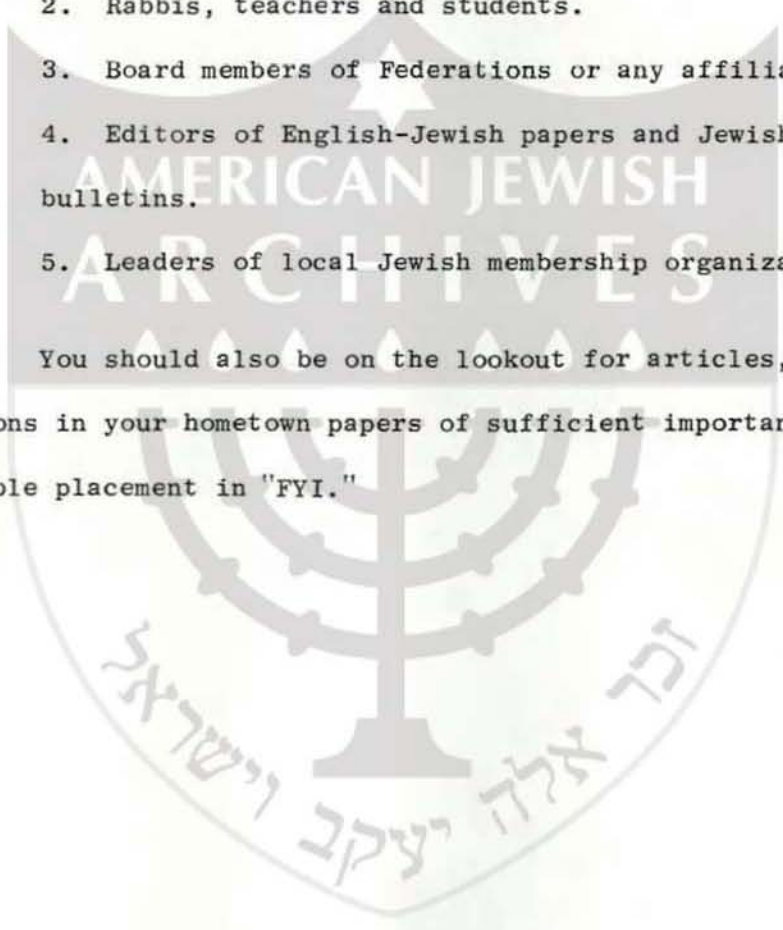


SUGGESTIONS FOR USING FYI

The distribution of "FYI" in your community is to be handled locally. You may order additional copies at no cost for distribution by you to:

1. Givers and potential givers at any level.
2. Rabbis, teachers and students.
3. Board members of Federations or any affiliated agencies.
4. Editors of English-Jewish papers and Jewish community bulletins.
5. Leaders of local Jewish membership organizations.

You should also be on the lookout for articles, editorials and cartoons in your hometown papers of sufficient importance and interest for possible placement in "FYI."



AUDIO TAPE

On a selective basis, audio tapes are made available to your communities for general usage. These tapes vary in form, including important speeches, feature material and news events. They deal with the needs faced by the Israeli people and the opportunities for assistance on the part of American Jewry. Many of the tapes are recorded on location in Israel.

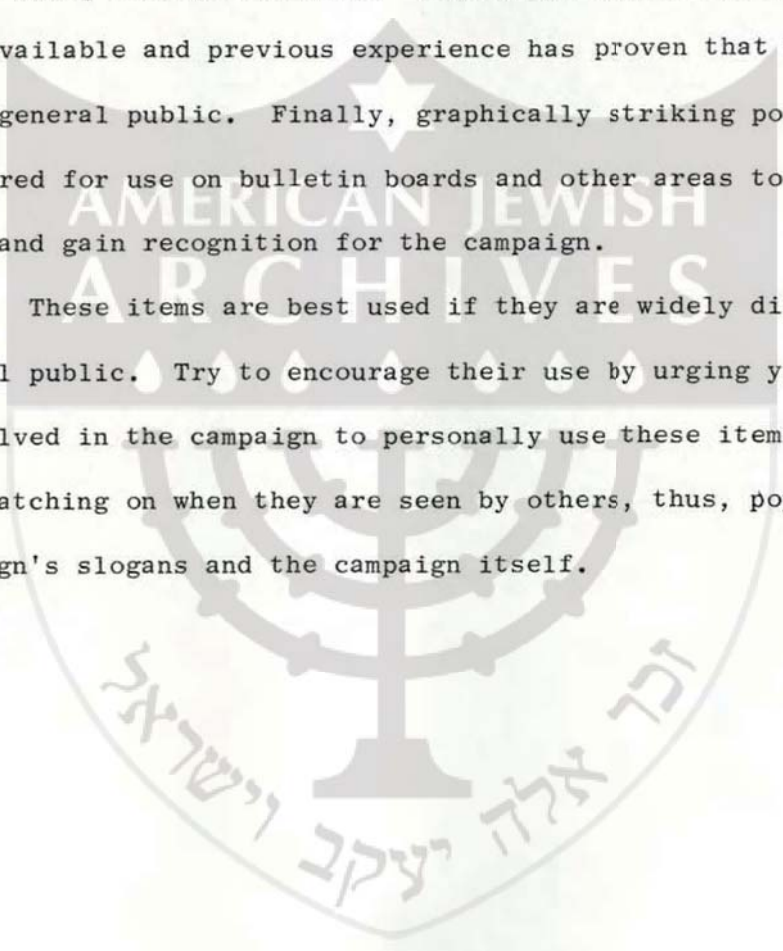
Upon request, taped interviews of community leaders taking part in an Operation Israel mission can be made available for local use. This provides an opportunity for these leaders to record their own impressions of Israel and the needs of its people.

Such tapes can be used for radio or meetings. For radio, adjustments can be made to fit the particular needs of the local radio station -- even splicing in a local narrator, if necessary. The tapes are an excellent way to start or highlight a meeting by presenting a 'live' event which focuses on the humanitarian needs in Israel.

SUPPLEMENTARY MATERIALS

In addition to the standard campaign materials used for direct mail purposes, we have available several items which have general publicity value. Campaign buttons bearing this year's slogan can be a good way to gain attention for the campaign. They are very popular, especially among college students. Similarly, bumper and window stickers are also available and previous experience has proven that they are popular among the general public. Finally, graphically striking posters have been prepared for use on bulletin boards and other areas to attract attention and gain recognition for the campaign.

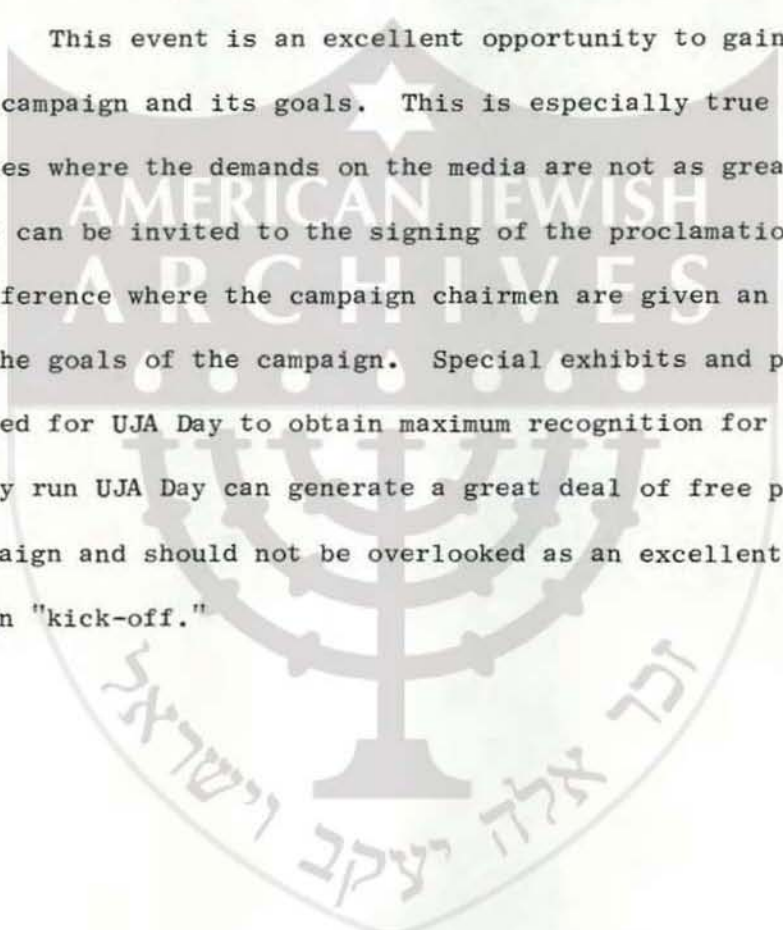
These items are best used if they are widely distributed to the general public. Try to encourage their use by urging your staff and those involved in the campaign to personally use these items. They have a way of catching on when they are seen by others, thus, popularizing the campaign's slogans and the campaign itself.



PROCLAMATION OF UJA DAY

Many communities, with the official blessings of its mayor and civic leaders, arrange to have the Mayor proclaim a UJA Day (or Week or Month). This is a common practice for many community groups and should not provoke any hesitation on your part. For this reason we have provided a sample UJA Day proclamation by the Mayor.

This event is an excellent opportunity to gain publicity for your campaign and its goals. This is especially true in smaller communities where the demands on the media are not as great. For example, the press can be invited to the signing of the proclamation followed by a press conference where the campaign chairmen are given an opportunity to explain the goals of the campaign. Special exhibits and programs should be prepared for UJA Day to obtain maximum recognition for the campaign. A properly run UJA Day can generate a great deal of free publicity for your campaign and should not be overlooked as an excellent opportunity for a campaign "kick-off."



SUGGESTED UJA CAMPAIGN PROCLAMATION BY MAYOR

OFFICE OF THE MAYOR (YOUR CITY AND STATE)

WHEREAS the United Jewish Appeal is a vital nationwide endeavor, dedicated to the saving and the development of human lives, and

WHEREAS this year of Nineteen Seventy One finds the United Jewish Appeal confronted with the new levels of responsibility of providing life-saving aid and social services to Jewish men, women and children living in 30 countries throughout the world, and

WHEREAS many of these people are destitute immigrants in Israel who require emergency assistance as a result of continuing tensions in the area, and

WHEREAS these immigrants include the aged and sick, the young and helpless, the underfed and ill-housed, and the unemployed, and

WHEREAS the citizens of Israel are presently carrying the heavy burden of defending their land to the limit of their means and can no longer share in assistance to the immigrants, and

WHEREAS it the responsibility of the United Jewish Appeal to meet the humanitarian needs on behalf of the immigrants in Israel while also assisting the 300,000 needy fellow Jews in 30 other countries of the globe, and

WHEREAS the United Jewish Appeal is, during this year of 1971, engaged in a great, nationwide Emergency Fund campaign on behalf of the Israeli people as well as its regular campaign for needy Jews elsewhere in the world, and

WHEREAS the members of the Jewish community of (name of your city) have pledged themselves to active participation in this significant and meaningful undertaking.

NOW, THEREFORE, I (name of your Mayor), Mayor of the city (name of your city) do hereby pronounce and proclaim the (month, day or week) or (date) 1971 as UNITED JEWISH APPEAL (MONTH, WEEK OR DAY)

AND DO HEREBY call upon all men and women of good will, representing every faith, who live in the city of (name of your city), to give unto this 1971 campaign of the United Jewish Appeal their full understanding, their heartfelt cooperation, and -- above all -- their most prompt and generous contribution.



\_\_\_\_\_  
(Signature of Mayor)

(MUNICIPAL SEAL)

OPERATION ISRAEL: 1971

OPERATION ISRAEL is designed to provide American Jews with the opportunity to make an intensive one-week survey of programs and conditions in Israel. When participants return to their own communities all across the nation, they tell their neighbors the story of Israel today -- and they tell it like it is, with all the cold, hard crucial facts of everyday life as they themselves see it. They become leaders in their communities and are instrumental, by their own examples, in raising the level of giving all over the United States.

The itinerary includes high-level briefing sessions with key Israeli leaders, visits to areas and installations not normally open to tourists, and a complete survey of social and welfare requirements as they relate to current conditions in the Middle East. In six days, participants cover the country from the Galilee and the Golan Heights to the Sinai Peninsula.

They visit troops in the field, greet immigrants arriving and see how they are absorbed into the fabric of Israeli life; they observe educational facilities in the universities of the cities and the kibbutzim of the borders; they visit the aged in JDC/Malben homes; and they meet young people who have spent every night for more than three years in shelters.



GUIDELINES

To help you obtain the maximum benefit from your community's participation in Operation Israel, we include a suggested step-by-step outline on how to create an effective public relations program covering Operation Israel flights. You may want to vary the items and timing as individual conditions in your community require. You will find it a help to discuss the series of articles we are proposing with your local press -- both Anglo-Jewish and general market -- before making any placement. You should also begin discussions with radio and television producers in your area about post-flight interviews with participants in advance of a local leader's departure.



STEP-BY-STEP OUTLINE FOR OPERATION ISRAEL PUBLICITY

<u>DAY</u>	<u>ITEM</u>	<u>HOW TO USE</u>
Upon appointment	Press Release #1 announcing appointment of mission chairman.	Mail to all Anglo-Jewish and general media.
3 weeks before departure	Press Release #2 announcing number of participants on mission.	Mail to all Anglo-Jewish and general market media.
2 weeks before departure	Call local radio and television stations to arrange interviews and panels with participants on their return.	
Monday before departure	Press Release #3 announcing departure of mission.	Hand carry to all Anglo-Jewish newspapers.
Wednesday before departure	Press Release #3 announcing departure of mission.	Hand carry to all general media. Mark for Thursday release.
Tuesday after departure	Photos and captions taken at JFK airport will be delivered to your office by mail.	Hand carry to Anglo-Jewish newspaper.
Tuesday after departure	Invitation to attend press conference.	Mail personal letter of invitation to all media.
Wednesday after departure	Receive telegram from Israel (arrange with participant beforehand).	Read at meeting scheduled for this night.
Saturday after departure	Letters from Israel arrive.	Letters to top leaders, all media. Call all media about letters from Israel.
Sunday after departure	Participants return home.	
First Monday after return	Illustrated by-line article #1 (you should arrange for placement of series beforehand).	Hand carry to Anglo-Jewish newspaper (or general newspaper if you can arrange).

Cont'd...

DAY

ITEM

HOW TO USE

First Monday after return

Invitation to hear participants' report to community on 2nd Thursday after return.

Mail to community.

Tuesday after return

Follow up invitations to press conference.

Personal phone calls to all media invited in a.m.

Tuesday after return

Press conference in evening.

2nd Monday after return

Illustrated by-line article #2

Hand carry to same newspaper as article #1

2nd Thursday after return

Meeting of community where participant can make slide presentation and speech, if available. (Also videotape can be shown)

3rd Monday after return

Illustrated by-line article #3

Hand carry to same newspaper as articles #1 and #2.



ADDITIONAL SERVICES

News Stories

During the course of each Operation Israel flight, a highlight news story will be sent from Tel Aviv via Telex, and forwarded to you by Special Delivery mail. These stories will indicate how they can be "localized" to include information about your community's participants.

Photographs

During the mission, photographs will be taken of the people from your community. At the end of the mission one participant from each city will be given a package containing all the photos taken of people from that city, together with suggested captions. He will be instructed to turn these photos over to you immediately upon his return. Please advise us to whom you wish these materials to be given. All participants will also be given the opportunity to purchase prints of any of the photos taken during the mission.

We have made arrangements with Associated Press to send wirefoto pictures back to member newspapers in the United States upon request. To take advantage of this service - which means you can get pictures of your people the same day they are taken in Israel - you must contact either the AP bureau in your city or a daily newspaper that has receiving facilities. The newspaper must request this service from the Associated Press. You can pick up the photo there, make copy prints, and service it as you see fit. The cost of this depends upon the size of the photo, but it should be about \$100 per photo, which you would be asked to pay.

Videotapes

We will prepare at your request a videotape interview with a community leader for use at campaign parlor meetings or other functions. The interview will be up to 10 minutes duration. Please let us know as soon as possible whom you want interviewed, how soon you need the tape recording, how many minutes the recording should be, and the campaign responsibility of the interviewee.

Radio Interviews

We are prepared to produce an audio recording tape interview of community leaders for use during your campaign. The tape recording will be up to 10 minutes in length. Please let us know as quickly as possible whom you want interviewed, how soon you need the tape recording, how many minutes the recording should be, and the campaign or community responsibility of the interviewee.

Local radio stations in your community can be serviced directly with recorded spot interviews of prominent community leaders. We can mail interviews of any length, with community leaders you designate, directly by airmail, or we can send the interview or commentary directly to the radio station via overseas telephone. Of course, this arrangement must be made as far in advance as possible. We suggest you contact your local radio station news or program director immediately to inquire if he is interested. If so, let us know the name of your contact at the station, what he needs, and we will follow through from our New York office to arrange the details. There is a time factor in this service, and we should have as much advance notice as possible.

Miscellaneous

Facilities and secretarial help will be available for sending special messages back to your community via telegrams or Telex to New York. Please let us know as far in advance as possible what you will require.

The UJA office in Israel has facilities to provide you with any communications tools you would like. Just let us know in advance what you have in mind and we'll try to work it out. In general, please don't hesitate to contact us for assistance in any communications program based around the mission.



THE FINAL RESOLUTION  
OF THE 1971 UJA STUDY MISSION

We, the members of the 1971 United Jewish Appeal Study Mission, representing the concerned Jews of the United States residing in more than 1200 communities, have come to Israel to experience the life, the struggles, and the sacrifices of its people, and to share with them their hopes for a life free from conflict. We have come to see the vital humanitarian programs supported by UJA funds - activities and programs which have been and must continue to be the traditional responsibility of the Jewish people of the free world.

During the past ten days we have traveled the length and breadth of Israel, from the Upper Galilee to the Sinai, from the Mediterranean Sea to the Jordan river. We have spoken with the dedicated leaders of Israel's government and with the men and women who direct the social institutions in Israel, and the proud, brave people of this land. We have broken bread with internationally-famous statesmen and with farmers in the Jordan Valley. We have seen the aged living in dignity, and the youth standing guard and tilling the soil at Israel's borders. We have listened and laughed and wept with newly-arrived immigrants from lands of oppression as they set their feet for the first time on this soil of our forefathers.

We have learned from our Mission, and have gained new perspectives of the reality of life in Israel.

Despite the current ceasefire, Israel's people must stand guard against hostile neighbors who have not yielded in any way in their stubborn and brutal hostility for the people of Israel. Peace-loving men, women and children have had to face daily the threat of armed ambush, rocket attack, land mines, mutilation and death.

If the actual toll of dead and injured has decreased in recent weeks, it is only because the people of Israel have not let down their guard.

We are confident that the people of Israel can continue to protect their homeland against the provocative and aggressive tactics of their enemies. That is their task. That is their sacrifice. We, too, must sacrifice.

But our task is in another area.

Any Jew who desires to come to Israel, and is allowed to do so, enters freely. His health, his age, his education, his financial status, his country of origin, are of no concern. He will be assured of a welcome and care and support until he and his family are able to merge fully and with dignity into the vital mainstream of Israeli life.

We, the Jews of the free world, have always aided in the heavy cost of this immigration. But we have not met that responsibility fully. In 1971, we have no choice but to do so. A partial response is simply not enough.

The future of the people of Israel can be assured only by an educated citizenry. In a nation so poor in natural physical resources, it is especially important that the greatest asset of all--the intellectual capacity of the youth--be given the widest opportunity to develop. The seven universities in Israel, the comprehensive high schools, vocational schools and special training institutions and pre-kindergarten classes all play an important part in the qualitative development of the people of Israel.

Inspired education and devoted learning have always been the greatest inspiration of the Jewish people. And it has always been a Jewish responsibility to generously support the cost of education. Indeed, it is a sacred duty.



It is our duty, and the duty of our Israeli brethren. They shoulder their share of the burden fully and joyfully. We can demand no less of ourselves.

We have watched great aircraft land at Lod Airport with their cargoes of immigrants from three continents--whole families carrying all of their earthly possessions in a few twine-wrapped paper parcels--and the 50,000 others who are expected in the next 12 months--but they come with hope and glee...hope for a future in a free land, and glee to leave other lands where Jews are oppressed, persecuted and strangled economically, socially and culturally.

In 30 countries throughout the world, the Joint Distribution Committee, supported by UJA funds, provides humanitarian aid to tens of thousands of our brother Jews in need.

A UJA sub-mission studied the conditions of life in the Jewish community of Rumania; another of our sub-missions visited the Jewish community in Iran. In these two lands, some of us observed at first-hand the magnificent work of the JDC, giving and sustaining life and spirit to those who thirst for both.

Here in Israel, we have observed the humanitarian work of JDC-Malben, assuring a life of dignity, productivity and tenderness to the beautiful old people of Israel. We have learned of the programs of Malben for children, the handicapped, the chronically ill, the mentally retarded, and emerged with deeply-felt pride, respect and admiration for these activities.

All of these crucial programs must be continued--and, where necessary, expanded--so that those in need may receive the aid so ably provided by the JDC.

It has filled us with pride to observe as the people of Israel, with the help of UJA funds, were provided with the humanitarian needs of housing, food, clothing, medical care and education to new arrivals so that they might have all they need to embark on the road to self-sufficiency. We are determined that their hopes for the future will not be diminished.

To care for the wanderer, the seeker of freedom, the homeless and oppressed has always been and will continue to be a traditional responsibility of the Jewish people.

In past years, the people of Israel have shared heavily in the cost of humanitarian services. They have had to assume this responsibility because the Jews of the free world did not meet in full their obligations. Here in the land of Israel, we face the hard truth. The effort we have made in the past, however great and fruitful, dedicated and noteworthy, is not enough. It is not nearly enough, due to the tremendous increase in human needs this year.

This year must be different. This year every Jew in the United States must understand that the future of the Jewish people rests squarely in his hands. The traditional, and up to now, effective methods of fund-raising must be changed. They are not enough. We have an entirely new horizon in sight...a goal that six months ago would have been considered impossible. But it is a goal that is necessary. It is a goal that we will reach.

Just as the heroic citizens of Israel stunned the world in 1967 with a victory that was thought impossible, so the Jews of America must carry out their specific responsibilities by raising an unprecedented \$400 million for UJA.

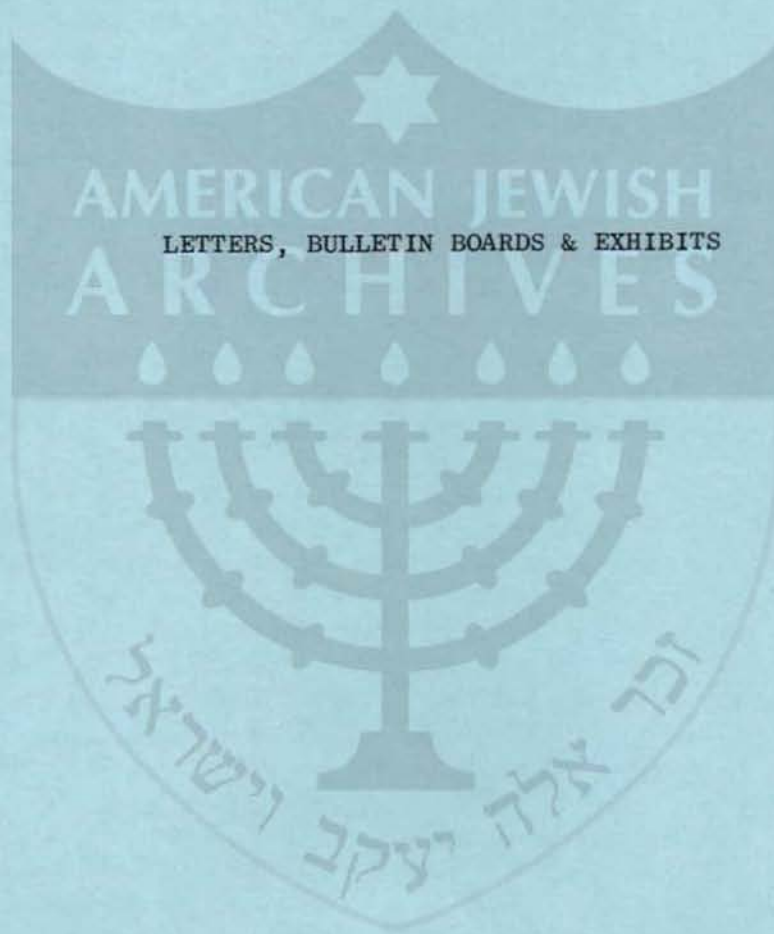
As in Israel where every man and women is obliged to defend his country and to preserve the quality of Jewish life, so we must recruit and involve every Jewish man and women in this time of critical necessity.

Therefore, We, the members of the 1971 UJA Study Mission to Israel, hereby resolve:

1. That, in addition to meeting our local and national needs, the 1971 UJA Campaign will reach and surpass the announced goal of \$400 million;
2. That each community of which we are part will accept with determination its share of the awesome responsibility...and will succeed in meeting its goal;
3. That every Jewish man and women throughout the United States shall be reached so that each of them can join in this imperative and all-inclusive effort; and it is the responsibility of each community to involve every Jew in this great humanitarian effort;
4. That new and innovative methods shall be designed so that no detail, however unusual, will be overlooked in this year of trial;
5. That, recognizing that the value of human life is so immeasurably greater than all material considerations, we will sacrifice our substance and our energies to ensure our fellow Jews their right to a life of freedom;
6. That, brave, embattled youth in Israel must and will have the education they so desperately need and deserve;
7. That no institution of learning shall turn away a student because of inadequate facilities or insufficient funds;

8. That we shall help assure that the doors of Israel shall remain open, providing all of the services that are needed, for the seekers of freedom from countries of oppression;
9. That we shall help assure that the quality of life of the people of Israel shall not be diminished by the strain of terrorism and military threats;
10. And, we further resolve, that as the people of Israel sacrifice their lives and their bodies, and their loved ones, in the name of freedom...we shall give freely and sacrificially of our substance in the same spirit of determination;
11. That as representatives of the Jewish people of the United States, we shall proclaim our slogan "Survival Means Sacrifice," so that we can meet the humanitarian needs of our people, each and every Jew knowing his responsibility, and doing his part.

In the spirit of the sacred traditions that have sustained our people for 4,000 years, we accept this resolution. We know what must be done. We know there is no alternative.



SOME PRACTICAL SUGGESTIONS REGARDING

Letters and Bulletin Boards

Following are a few guides that should prove helpful:

Letters:

1. The tone of the letter is most important. Whenever possible, a relaxed personal approach should be employed.
2. The opening sentence must capture the reader's attention.
3. Keep the language simple and direct.
4. Keep letters as brief as possible and limited to a single page.
5. Avoid sending out mimeographed letters.
6. Each letter should be hand-signed.

Bulletin Boards:

Bulletin boards are a useful means of keeping your staff and lay leadership informed of important news and campaign developments. The bulletin board should be placed in a conspicuous place in the office. Contents should include campaign news, notices of important events, and general informational material. It is important that it be kept up-to-date.

1. Give all bulletins a strong, attention-getting title. which will catch the reader's eye.
2. Keep the language simple.
3. Use short, emphatic sentences.
4. Heavy, easily readable black type should be used in the heading and throughout the body copy of the bulletin.
5. Keep all bulletin boards up-to-date and uncluttered.

MULTI-MEDIA CAMPAIGN MODULE

The Public Relations Department at the National UJA has prepared a 20 ft. by 20 ft, multi-media display. Among its elements are two 4-minute slide presentations in color with sound tracks, in addition to extensive graphic displays. The display is designed to confront American Jews with the scope of the crisis faced by their fellow Jews in Israel and in the rest of the world.

The story that will be told through this display covers all facets of UJA work. This includes the UJA in Israel, the work of affiliated agencies in other parts of the world, and a display of locally-supported programs in your own community.

Obviously, the number and mobility of such units is somewhat limited. Thus, they have been made available to a few selected larger communities throughout the country during the 1971 campaign.

This module is designed for use in covered shopping malls, lobbies of service centers, train stations and airports, and many other locations in large population centers.

EXHIBITS AND DISPLAYS

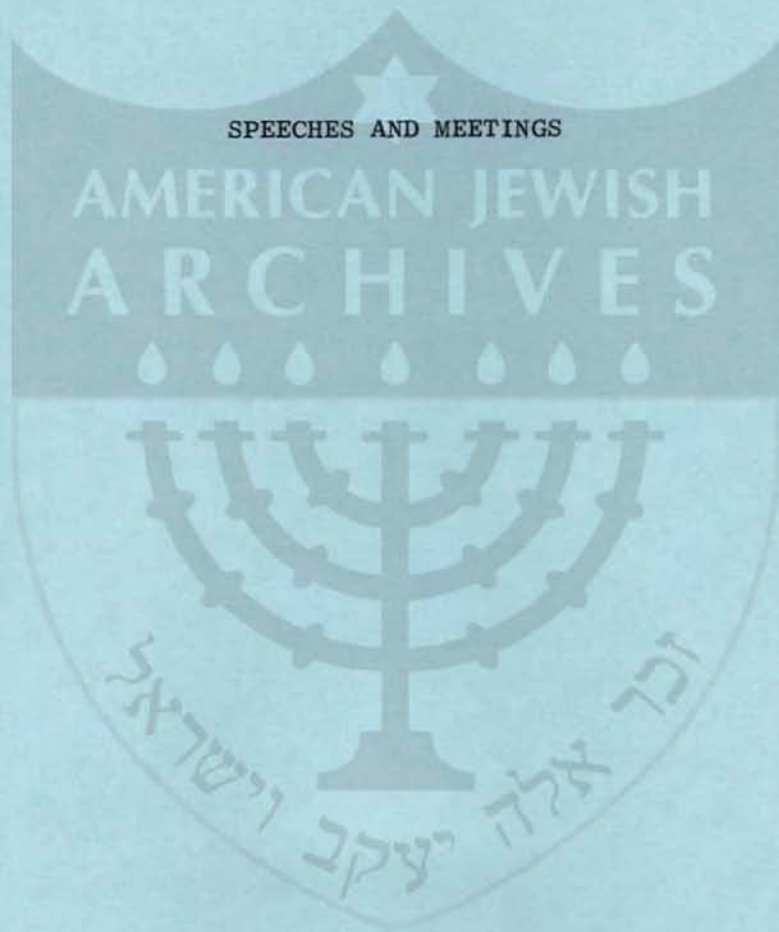
Special exhibits and displays can be effective means to tell the Federation and the UJA message to large groups of people.

- A. Professionalism is the key to any successful display. Take the suggested layouts to a local display maker, who should be able to produce your display at a reasonable cost.
- B. Banks, savings and loan associations, shopping centers and department stores are prime targets for good displays. Along with the public relations benefits these institutions hope to obtain, they also hope to increase foot traffic in their facility.
- C. Survey the space requirements of the facilities you intend to approach. Nothing can be more disappointing than to develop a display that is too large or too small for the available space.
- D. Plan to rotate your displays throughout the community for maximum impact. One or two weeks at any given location should derive maximum exposure.
- E. Make certain that your staff members, volunteers, big givers, etc., know about the display. In many cases, board members or other "key people" can be prevailed upon to help with the arrangements.



SOME SUGGESTIONS FOR THE USE OF DIRECT MAIL

- A. Regular releases should be directed to synagogue newsletters and bulletins, and other organizational and communal publications.
- B. Where appropriate, UJA materials should be adapted and distributed to Sunday School principals and teachers for inclusion in assembly programs, classroom discussions, etc. UJA materials may also be particularly effective for this purpose and for use in "current events" discussions. Synagogues and other organizations with adult education programs should also make use of such material on the adult level.
- C. A personal letter from campaign chairman to each member of the community telling about the needs and the objectives of the new campaign and ending with an appeal. One of the UJA campaign brochures can be included with such a letter or, better yet, used as a follow-up mailing piece.
- D. Workers News Bulletin - Campaign workers should be fully informed concerning the day-to-day progress of the effort. A short newsletter might be sent at frequent intervals. This would include new solicitation ideas, progress reports, figures showing how other communities are doing (if available) and inspirational material to motivate a maximum effort.



SPEECHES AND MEETINGS

AMERICAN JEWISH  
ARCHIVES

זכר אלה יעקב וישראל

PROCEDURE - PUBLIC SPEAKING

- A. List of speakers: It is good practice to have on file a list of staff members and volunteers who are available and qualified to fill speaking engagements. Form the nucleus of a local speakers corps with a small group of successful speakers.
- B. Speaking engagements: Good speakers can be used outside of your own Federation or Welfare Fund events. These speakers can make a favorable impression for your organization with other civic, fraternal, education, professional, youth, religious and cultural organizations. Such groups often seek speakers and welcome interesting talks. Let program chairmen know what you have to offer. After such an engagement, solicit their reaction. Such feedback will be useful to you in evaluating speakers and the content of their presentations.
- C. Source material is available on many topics. References include addresses by Israeli leaders, news releases and UJA source material. Specifically, UJA publishes a speaker's kit which contains useful outlines and facts concerning the campaign and its goals, as well as occasional reprints of speeches at national UJA events. Other organizations, such as the JDC, have resource material available for your use. On request, the UJA Public Relations Department can assist in researching special talks.

Publicizing the Speech:

1. Inform the editors of the local papers that an important speech is to be given and invite them to attend. Follow up a few days before to determine who will be coming.
2. Try to work with the speaker to incorporate something into his speech which will have news value from the local standpoint, such as the special importance of your community's role in supporting humanitarian programs.
3. Have copies of the complete written text of the speech ready to give the local newspapers, radio and television when they arrive for the event. Also prepare a release if there is time, highlighting the most significant quotations, and including background on the speaker and the meeting at which he is appearing.
4. If a newspaper or station indicates it will be unable to attend the speech itself, the news release and speech should be given to them before the event so that they will still be able to cover it as news.
5. A picture and biography of the speaker should also be included with the press material.
6. A special effort should be made to publicize special speakers, such as Israeli visitors or important community figures. In such cases, you can encourage special interviews, features, and in some special cases, a news conference.

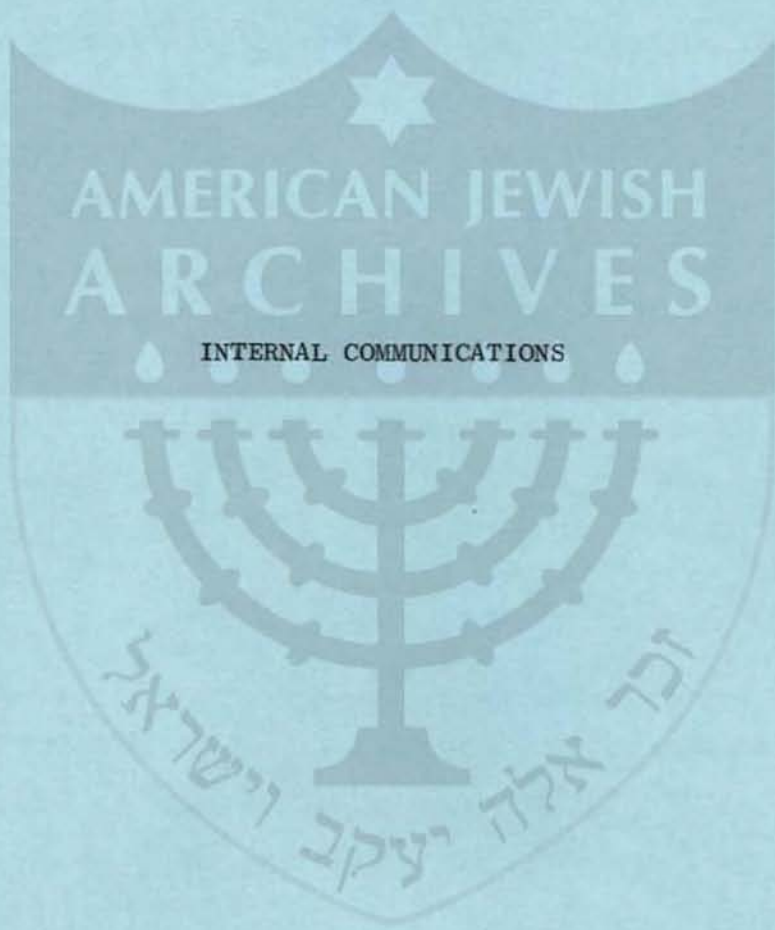
MEETINGS

Meetings can be a very effective means of stimulating people and setting the proper climate for a campaign. Meetings should deal with topics such as the great humanitarian needs of Israel, the economic hardships of the Israelis, the needs of the campaign, etc. Meetings should be action-oriented. Don't call a meeting without having a specific program and purpose. A poorly planned meeting can be not only desultory but damaging as well.

The basic ingredient of a successful meeting is preparation.

It is the foundation for thorough coverage of the subject matter and for a smooth, interesting presentation. Plan as far in advance as possible. Follow these basic steps:

1. List the ideas to be presented, evaluate them and arrange them in logical sequence.
2. Select the available mechanical devices that can best help make the presentation as effective and interesting as possible.
3. Study the seating arrangement and room facilities. Arrange for people to put all properties together well in advance. Consider lighting, ventilation and items that can make the meeting a comfortable one.
4. Develop a checklist of all things to do before each meeting; this will minimize errors and prevent delays.
5. Rehearsals should be part of the preparation. Visual aid materials and devices should be checked out thoroughly to eliminate the possibility of embarrassing and time-consuming delays during the meeting.



INTERNAL COMMUNICATIONS

A well-rounded program of internal communications, designed to reach the members of your federation "family", is essential to a successful public relations effort. Staff members, board members, volunteer workers and other members of this "family" are your first line of communication to the community as a whole.



SOME PRACTICAL SUGGESTIONS CONCERNING INTERNAL COMMUNICATIONS

A. Informing and Inspiring Board Members

1. Give them a "board of directors manual." This manual can be a folder, including a brief history of the federation, its structure, financing, budget, organization, by-laws, federation's services to the community and any other background material.

2. Arrange Special Briefing Meetings for New Board Members.

Meet with one or more new board members in your federation offices. Have them meet key members of your professional staff, and answer any questions they may raise about their new duties.

3. Devote a Part of each Board Meeting to Indoctrination.

Tell the board members about a particular federation achievement, a case history, the underlying philosophy. Use audiovisual aids, such as film strips, charts or tape recordings where advisable. And be sure to include a copy of the presentation in the board meeting minutes that you mail to members.

4. Send Copies of all Material Intended for the General Public

to board members with a personal note explaining how the brochure, ad, release, newsletter, etc. is going to be used and what you hope to accomplish with it. Later, keep them posted on results and effectiveness.



5. Hold Board Meetings at local federation institutions.
6. Stage an Annual Board Members Conference. This conference will give each member an opportunity to investigate the work of each of the affiliated agencies in detail, meet with agency officers and discuss current programs and plans. The conference should be structured to permit each affiliated agency to present its program in detail, with maximum use of printed and audio-visual materials. When possible, a representative of UJA should present a similar program.
7. Arrange Speaking Engagements for Board Members Before Agency Board Meetings to discuss the work of the federation and its objectives.

B. Informing and Inspiring Staff Members

1. Selected printed material with a special note from the president or the executive director. You might consider mailing some of the material to the staff members' homes.
2. Federation films, if available, used during campaigns or throughout the year, to be shown at staff meetings. Special audio-visual materials are also available.
3. Speakers from federation at staff meetings.

4. Invite staffs generally to annual meetings, open house, ground breaking and new building dedication ceremonies. (Where luncheon or dinner expenses are involved, staff members can be asked to pay the prevailing rate; or a special rate may be established.) Attendance should be encouraged at national conference and other national and regional meetings.

5. If an employees' magazine or bulletin is published by a federation agency, ask for and fill a page of news about federation in each issue.

6. Whenever a member of the professional or administrative staff of a federation agency addresses the board or other important group in the Jewish Federation, a special mimeographed memo telling of the fact and briefly describing the address should be distributed to the staff of the agency.

C. Informing and Inspiring Volunteer Workers

1. Give him a "Volunteers' Manual." This can be similar in content to the "Board of Directors Manual."
2. Arrange seminars for specific groups of volunteers: for business and professional men; for women; for young people; for young executives. These seminars can be led by professional personnel from federation and federation agencies; officers and other directors of federation and its agencies who are especially qualified to speak on certain topics;

professional personnel from Community Chest and public agencies, from rabbinical groups, from city, state and federal government agencies. We can help supply any background materials you may need.

3. Arrange frequent "Come and See Tours" to federation offices and to federation-supported institutions and social agencies. Ask board members to help conduct tours and spend a little time in an orientation session just before the tour.
4. Send booklets, broadsides, letters, etc. to all volunteers - if possible in advance of the general mailing - with a special note from the president of the federation.
5. Show federation and agency films at orientation meetings of volunteers.
6. Be sure volunteers are invited to annual meetings, open house, building dedication ceremonies, etc.

PARTICIPATION IN COMMUNITY AFFAIRS

The active participation of staff members in the problems of urban renewal, human relations and other concerns of the local community should be encouraged wherever possible.

TYPES OF ORGANIZATIONS

A. Service Clubs that work for the benefit of all the citizens in the community, such as

- Rotary
- Kiwanis
- Lions
- Optimist
- Exchange

B. Special interest organizations, such as

- Urban Coalition
- NAACP
- Human Relations Councils
- Urban League

C. Professional and technical organizations that contribute to the professional growth of staff members and help them make useful contacts in their work, such as

- Safety Organizations
- Publicity Clubs
- Social Work Organizations
- Toastmasters Club
- Office Management Associations

In the interest of maintaining good community relations, you should encourage participation in other Jewish organizations: B'nai B'rith, Hadassah, Anti-Defamation League, etc.

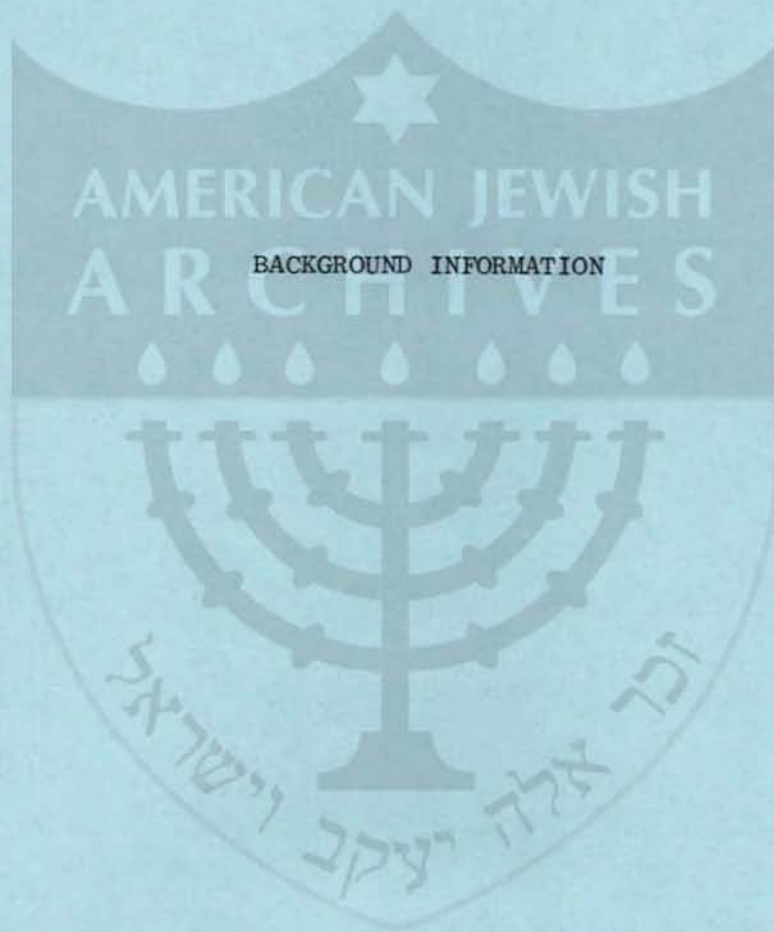
PROCEDURE - MEMBERSHIPS

Staff members should obtain approval from their supervisors before accepting outside assignments as federation representatives or assuming community responsibility that involves using organization time or facilities.

Professional management should determine what memberships can be paid by the federation.

When a staff member is transferred, the federation paid memberships in most instances may be transferred to the incoming employee. If memberships paid by the federation but registered in the name of an individual involve an equity in an organization, arrangements should be made to assign this equity to the federation and make it transferrable when personnel changes occur.

You should always recognize employees for their participation in community affairs through letters of congratulation, personal conversations, mention in meetings and by reporting their achievements in your house organ when warranted.



BACKGROUND INFORMATION ABOUT THE UNITED JEWISH APPEAL

The United Jewish Appeal (UJA) is the major Jewish fund-raising organization in the United States. Since its inception in 1939, the UJA has raised \$2.4 billion for humanitarian aid to Jews in need overseas, and for the transportation and settlement of Jewish immigrants going to Israel and other free lands.

UJA funds have helped:

- Save and rebuild the lives of more than 3,000,000 Jewish victims of war and oppression;
- Resettle 1,486,000 of them in Palestine and Israel and provide for their absorption into the economy;
- Enable 385,000 others to emigrate to the U.S., Canada, Australia, Argentina, Brazil and other countries;
- Restore Jewish community life in Western Europe, which had been all but destroyed by the Nazi occupation.

UJA BENEFICIARY AGENCIES

Funds raised by the UJA are used to support the relief, migration, resettlement, rehabilitation and welfare programs carried out by the following agencies:

The United Israel Appeal, Inc., which allocates funds to its agent, the Jewish Agency for Israel, Inc., in Jerusalem, to carry out programs for the transportation, settlement and absorption of Jewish immigrants coming to Israel, as well as for other areas of philanthropic work, such as education, agricultural settlements and youth work;

The Joint Distribution Committee, which aids aged, chronically ill and handicapped Jews in 30 nations, including Israel;

The New York Association for New Americans, the agency aiding Jewish immigrants settling in the Greater New York area;

The United HIAS Service, the worldwide Jewish migration agency, which aids Jews to settle in countries other than Israel.

WHERE UJA AID GOES

The major areas where UJA funds are spent are:

IN ISRAEL - where UJA funds will help bring in this year's newcomers - give them initial aid in settlement services - and provide the following assistance to 620,000 new immigrants and immigrants of previous years:

- An accelerated program of absorption aid to 300,000 immigrants in 21 development towns, with special emphasis on education and training for young people and broader social services;
- Special medical and rehabilitation care for 40,000 aged chronically ill or handicapped immigrants;
- Young programs and vocational training;
- Economic and technical aid to 130,000 immigrant farm settlers.

OUTSIDE OF ISRAEL - UJA funds help sustain 225,000 Jewish men, women and children as follows:

- Provide Jews in European countries and the Moslem lands, who are on the move to Israel and other free lands, with transportation, reception aid, food, shelter, medical care and job training. For the indigent Jewish populations in those countries, UJA funds provide large-scale child care, medical services and welfare aid;
- In the United States and other free lands, UJA funds aid in resettling tens of thousands of Jewish immigrants.

OFFICERS OF THE UJA

The 1971 United Jewish Appeal is headed by the following officers:

- Edward Ginsberg . . . . . General Chairman  
of Cleveland
- Mrs. Bernard Schaenen . . . . . Chairman, National Women's Division  
of Dallas
- Robert Max Schroyer . . . . . Chairman, Young Leadership Cabinet  
of Chicago
- Rabbi Herbert A. Friedman . . . . . Executive Chairman  
of New York
- Irving Bernstein . . . . . Executive Vice-Chairman  
of New York



1971: "SURVIVAL MEANS SACRIFICE"

1971 will be a year unlike any other in the 22-year history of the State of Israel or the 24-year history of the UJA.

This year, the people of Israel are facing the greatest crisis they have ever known:

- They will spend nearly one-third of their Gross National Product (total income from all goods, products and services) on defense needs in a market where the cost of equipment has sky-rocketed. This is four times as much as 1967;
- Their expenditures for defense - 90% of the entire tax income - have become so burdensome that there is little cash reserve left to support vital health, education and social welfare problems;
- They are shouldering the heaviest tax burden in the world.

In order to help meet the human needs of the people of Israel during this crisis year, world Jewry will have to match that level of sacrifice by providing 100% of the cost of many social welfare and education programs, programs which are and have always been its traditional humanitarian responsibility.

In 1971, when 50,000 new immigrants are expected and a full range of continuing services will be needed for thousands of immigrants of previous years, the following unprecedented sums, according to unofficial estimates, will have to be provided:

UNITED ISRAEL APPEAL

The United Israel Appeal allocates funds to its agent, the Jewish Agency for Israel, to carry out programs for the transportation, resettlement and absorption of Jewish immigrants coming to Israel, as well as for other areas of philanthropic work, such as education, agricultural settlements and youth work.

THE JEWISH AGENCY

The Jewish Agency, founded in 1929, is the organization in Israel that directs humanitarian programs in aid of new immigrants, their resettlement, and absorption into the mainstream of Israeli life. As agent for the United Israel Appeal, it is responsible for the expenditure and management of funds received from the United Jewish Appeal for the programs and activities of the Jewish Agency supported by the United Israel Appeal. It also proposes new programs and areas of relief and rehabilitation to the United Israel Appeal for consideration and funding. With the exception of JDC-Malben, ORT and the Yeshivot, it administers all UJA-supported programs in Israel.

UNOFFICIAL PROPOSED  
Jewish Agency Budget  
1971-1972

Immigration and Absorption	\$ 35,912,461
Social Welfare Services for Immigrants	36,744,285
Health Services for Immigrants	72,674,286
Housing for Immigrants	192,968,486
Absorption in Agricultural Settlements	42,360,000
Youth Care and Training	22,471,214
Education	50,555,143
Institutions of Higher Learning	82,553,519
Interest of Borrowed Funds, Amortization of Debt, Administration and Reserve	<u>30,901,805</u>
TOTAL	\$ 567,141,199

# UJA at a Glance

## United Jewish Appeal

Consists of

260

Federations and  
Welfare Funds

700

Independent and  
Combined Campaigns

Supports

### United Israel Appeal (UIA)

Allocates funds to its agent, The Jewish Agency for Israel, Inc., in Jerusalem, to carry out programs for the transportation, settlement and absorption of Jewish immigrants to Israel, as well as for other areas of philanthropic work, such as education, agricultural settlements and youth work.

### American Joint Distribution Committee (JDC)

Including ORT and MALBEN

Provides a wide range of health, welfare, rehabilitation, education and cultural services for needy Jews in 30 countries around the world, including Israel.

### United Hias Service

Aids Jewish immigrants settling in countries other than Israel.

### New York Association for New Americans (NYANA)

Aids Jewish immigrants settling in the Greater New York area.

## STRUCTURE OF THE UJA

### Executive Committee

The Executive Committee is the policy-setting and governing body of the UJA. It has a membership of 52 top national Jewish leaders.

### Israel Education Fund

The Israel Education Fund helps to meet acute building, personnel and equipment shortages in Israel's system of secondary education, particularly in the country's immigrant towns. It seeks funds for the construction of high schools, libraries, community centers and pre-kindergarten schools, and for the establishment of scholarships for students and teachers in training. Activities of the IEF have been suspended this year in recognition of the primacy of the Israel Emergency Fund.

### National Campaign Cabinet

The National Campaign Cabinet is composed of 109 key leaders whose efforts are directed toward mobilizing maximum support for the UJA in 3,200 Jewish communities in the 50 states.

### National Women's Division

The Women's Division of the UJA works in 241 communities across the United States to raise funds that support humanitarian programs in 30 countries around the world, including Israel. Since its inception in 1946, the Women's Division has raised more than \$250,000,000 from contributions made solely by women. This year, in light of the frightening dimensions of the humanitarian problems facing the people of Israel, the Women's Division will conduct a greatly intensified campaign which will include a special fact-finding mission to Israel for women only. ,

### Operation Israel

UJA Missions to Israel offer a unique opportunity for an intensive study of the Jewish homeland -- her people, their hopes and problems. It allows participation in special behind-the-scenes discussions with prominent government officials, and meeting with Israelis from all walks of life.

Rabbinical Advisory Council

The R.A.C. is composed of leading rabbis from each of the major rabbinical groups in America. Rabbis serving on the Council, together with its Director, act as a bridge to the rest of the American rabbinate over which passes a constant stream of information and inspiration. The Rabbinical Advisory Council helps to emphasize the central role of Israel and of Jewish peoplehood in the religious tradition of our community. The synagogue-affiliated Jew is made aware of the relationship between the value system taught in his synagogue, which he holds so dear, and the philanthropic effort of his fellow Jews in the community.

Student Coordinating Committee

The Student Coordinating Committee for the Israel Emergency Fund consists of six students from various parts of the country. During the current campaign, the Committee will be instrumental in the development of new campus leadership, the dissemination of information, recruitment for student missions to Israel and the organization and direction of close to 100 campus campaigns. The winter and summer student fact finding missions to Israel will play a crucial role in helping students to gain a first hand knowledge and understanding of the problems facing the people of Israel and UJA programs dedicated to solving those problems.

Young Leadership Cabinet

This is the governing body of the UJA Young Leadership Council, with a nationwide membership of 10,000 in the 25 to 40 year age range. It conducts programs designed to educate, orient and guide this rising generation of Jewish communal leaders.

THE JOINT DISTRIBUTION COMMITTEE - FACTS

In 1971 the Joint Distribution Committee will need \$23,112,000 to provide life giving and life saving services for more than 300,000 needy Jews in over 25 countries around the world.

The major areas of JDC services are North Africa, Europe and Israel.

Anti-Jewish hostility which followed the outbreak of the Arab-Israel war in 1967 set in motion the exodus of some 60,000 Jews from Eastern Europe, North Africa and the Middle East. Although the tensions and the persecutions in some Moslem countries have abated somewhat for the moment, there is a residue of anxiety which has convinced most Jews in that area that safety and a secure future lie elsewhere.

JDC aid in Moslem countries is concentrated mainly in Iran, Morocco and Tunisia. In Iran JDC will provide assistance to about 20,000 of the country's 75,000 Jews in 1971. In Morocco, which had a Jewish population of about 180,000 in 1960, there are now about 40,000 Jews. In 1971 JDC programs will aid approximately 18,000. In Tunisia, which ten years ago had a Jewish population of 64,000, now has one of about 12,000. JDC programs in 1971 will aid more than 6,000.

In Europe a top priority responsibility for JDC is the continuing care and maintenance of hundreds of Jewish refugees in transit from Eastern Europe, the Middle East and North Africa. France is the only country in Europe that has a greater Jewish population today than at the end of World War II. It has tripled in size from 175,000 to about 550,000.

The refugee problem in France, aggravated by the influx of tens of thousands of Jews from North Africa and the Middle East War, makes continued JDC assistance to Jewish refugees in France imperative. JDC aid in one form or another will go to about 53,000 needy Jews in France in 1971.

In Romania, JDC will be able to assist only about 15,000, mostly aged and destitute, the neediest among the 100,000 Jews who remain in that country out of a post-World War II Jewish population of 400,000. Additional thousands need help but can get only limited assistance because of insufficient funds.

In Israel, JDC's health and welfare program on behalf of aged, ill and handicapped newcomers, known as Malben, will provide institutional and extra-mural services for close to 40,000 persons. About 2,500, mostly infirm aged, will be cared for in ten JDC/Malben institutions. In addition, JDC will provide financial support for over 130 yeshivoth, with a total enrollment of close to 19,000 students; and to other cultural and religious activities, thus continuing a tradition begun by the JDC at its very inception in 1914.

JDC was born in crisis in 1914 and has been on a crisis alert ever since. In 1971, as in other years, only enough funds have been set aside for "emergencies." If there should be a new crisis affecting Jews, someone must suffer. JDC will attempt to meet the needs of more than 300,000 needy Jews throughout the world in 1971, but only within the limits of the funds made available through the United Jewish Appeal and the priorities of the next emergency.



UNITED HIAS SERVICE -- FACT SHEET

United HIAS Service, the worldwide Jewish migration agency, assists Jewish refugees and migrants to resettle in the United States, Canada, Latin America, Western Europe and Australia. Since its inception 86 years ago, United HIAS Service and its predecessor agencies have provided rescue and resettlement assistance to 4,000,000 Jewish men, women and children. The agency, as currently constituted, was formed in 1954 by the merger of the Hebrew Sheltering and Immigrant Aid Society (HIAS), the United Service for New Americans (USNA) and the overseas migration services of the American Joint Distribution Committee (AJDC).

THE 1970 RECORD (PROJECTED)

In 1970, United HIAS Service assisted 6,130 men, women and children to leave Eastern Europe, the Middle East, North Africa and Cuba, and to find new homes in the United States and other free Western countries. In addition, related migration services were provided to close to 47,000 persons, as follows: integration assistance in Latin America to 160 migrants who arrived in prior years; naturalization aid, adjustment of status and protective services to 2,500 aliens in the United States; location of relatives throughout the world for 3,150 persons; and counseling and pre-migration services to 41,000 persons in Europe, North Africa, the Middle East, the United States and Latin America.

Poland

In recent years, events in Poland have been one of the major concerns of United HIAS Service. In the aftermath of the Six Day War, the 25,000 Jews remaining in Poland became victims of one of the most subtle forms of anti-Semitism, the so-called "cold pogrom." Hounded and harassed, they were dismissed from their posts in government and public life and subjected to other types of discrimination.

The expulsion of Poland's Jews began in March, 1968. Since that time, an estimated 12,000 Jews have left the country, 9,000 going to Vienna and 3,000 proceeding directly to Scandinavia. More than half of these refugees have been turned over by the United HIAS Service by the Jewish Agency for migration and resettlement aid. In 1970, over 4,000 Polish refugees were assisted by United HIAS Service to find new homes, half of them in the United States and half in other Western countries.

Other Eastern European Countries

In 1970, United HIAS Service also assisted in the migration and resettlement of Jewish refugees and migrants from other countries in Eastern Europe, including 100 from Czechoslovakia, 125 from Hungary, 425 from Romania and 160 from the Soviet Union.

Egypt

When the Six Day War broke out, all the Jewish family heads in Egypt, numbering more than 600, were thrown into prison. United HIAS Service, with the cooperation of other organizations and certain friendly governments, began at once to effect their release. Gradually the authorities let the prisoners go free. During the summer of 1970, we were able

to secure the release of the last of these prisoners, consisting of 82 persons. With the exception of a few who chose not to leave the country, these ex-prisoners were brought to Paris.

In addition to its successful efforts to free the imprisoned males, United HIAS Service has assisted over 2,000 Jews to leave Egypt, including released prisoners. Efforts are continuing to arrange for the emigration of the remaining Jewish community, now estimated at between 800 and 900 persons.

#### Cuba

As a result of emigration, the pre-Castro Jewish community of 11,000 persons has been reduced to about 1,000. More than 5,000 have been assisted by United HIAS Service to resettle, the vast majority in the United States and the rest in other countries, notably Venezuela.

In 1970, the agency helped 145 Cubans to resettle, 120 in the United States and 25 in Latin America.

#### Latin America

There are about 800,000 Jews in Latin America, many of whom were resettled there by United HIAS Service before and after World War II. We continue to assist Jewish refugees to find new homes in Latin America, mainly for family reunion purposes. Recent events in that part of the world, however, have introduced a climate of uncertainty and, in some cases, fear. This is particularly true in the case of Chile, where a Marxist president was elected this fall. United HIAS Service, together with the Jewish Agency and the Joint Distribution Committee, is making every effort to cope with these circumstances.

NEW YORK ASSOCIATION FOR NEW AMERICANS - FACTS

The New York Association for New Americans was organized in 1949 as the special resettlement and rehabilitation agency for Jewish newcomers in the Greater New York area. Since 1949, more than 135,000 have been aided to establish themselves successfully. NYANA is wholly supported by UJA funds.

Newcomers who arrive in New York without funds benefit from NYANA's full settlement services, covering initial reception and maintenance, housing, jobs, medical care, and intensive English language courses. In addition, aged and handicapped immigrants are sheltered in the NYANA work center. The organization sponsors periodic surveys to check the progress of earlier arrivals.

In 1970, NYANA helped settle refugees from Poland, other Eastern European countries and from the Middle East.

