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Student Coordinating Committee for the Israel Emergency Fund.
Charles K. Ribikoff. Correspondence. 1970-1974.

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

file
EUGENE J. RIBAKOFF
100 SUNRISE AVENUE
PALM BEACH, FLORIDA 33480

January 1974

Dear Herb,

Your letter written to Worcester was forwarded to us in Palm Beach and arrived yesterday which was also Charles' birthday.

As we've been in Florida I haven't seen either our children or their Roman glass but I am writing this while enroute to Boston where I will have the pleasure of seeing both this evening.

It was really a kindness of you to part with pieces from your collection. They will always have a special significance because they belonged to you. Your gesture is much appreciated.

You know, Herb, you have had a profound influence on our family over the years - on Cory, Jane, Charles and me, and we are all better human beings and better Jews because of you. I only wish we had known you better but as the years go by I hope we will be able to see more of one another. When these terrible times permit us to spend holidays in Israel

The closing comments in your letter concerning this terrible period for Israel and World Jewry are quite sobering and I believe very realistic.

All of us must do all we can to support whatever actions Israel must take.

Very Sincerely,



charles k. ribakoff

1530 Beacon St. - Brookline, Mass 02146

4.1.73

Dear Herb,

Much has been happening, and I apologize for not staying in closer touch.

The Important News is that we will be in Israel in four weeks (April 29), and will be there through Independence Day, as part of the second QE2 cruise. As you may know, the cruises have not sold nearly as well as we'd hoped, partly as a result of the Libyan thing, and partly as a result of some bad publicity about the boat (I'm also not sure the whole thing was marketed in the best possible way). But, what the hell, it's a free trip, and now that I've apparently gotten too old to schnorr them from UJA, I suppose I shouldn't be too fussy. We have no concrete plans, outside of planning to spend a couple of days unwinding at Vered Hagalil, and I hope we'll be able to spend some time together.

Where we are on the Moving to Israel question is hard to say -- some days it seems quite easy, other days impossible. I find myself getting more involved in future business plans here, and yet there are times when Jane and I feel that we could really chuck the whole thing. I think maybe the answer is to figure out a way to expand one of our businesses into Israel -- this would give us the excuse I need to spend more time there, while not making a Big Break. I almost had my Dad talked into opening one of his companies a few years back, but Vinitzky talked him out of it. Anyway, this is something I'd really like to talk over with you, as I find talking to you forces me to organize my own thoughts.

Our business is good (this strikes me as a dangerous thing to admit to someone in your business), and I am planning to open a second Winnebago dealership either just before we leave, or right after we return from this trip. The economy over here is screwy, but people seem to be spending money on pretty much everything except philanthropy.

The Boston campaign eats it, although sometimes it seems we are making small inroads. It's just that there are so many years of indifference and poor education to overcome, and so

Charles H. Ribkoff

many people feel (with some justification) that the only time they ever hear anything from Federation is when they're asking for money.

do

We're getting to be in a position to something about it, though. I've been asked to head up the Leadership Development program here next year, which, along with running Upgrade in Boston and being Brookline Chairman means that if I have to make this statement next year, I can only blame myself.

Jane, meanwhile, is putting all us famous ex B.U. Chairmen to shame. She has already got more money raised this year than I did either year I did the campaign, and she should far surpass what David was able to do last year.

Anyhow, please let me know how we can get in touch with you when we get to Israel. We're really looking forward to seeing you and your family again.

Our best wishes and love for a joyous Pesach.

Shalom,

Charles

NATICK FORD

file

NATICK FORD, 157 W. CENTRAL STREET, NATICK, MASSACHUSETTS 01760 PHONE: 653-2550 BOSTON: 235-8330

JANUARY 20, 1972

RABBI HERBERT A. FRIEDMAN
EXECUTIVE VICE CHAIRMAN
UNITED JEWISH APPEAL
P.O. BOX 92
JERUSALEM, ISRAEL

AMERICAN JEWISH
ARCHIVES

DEAR HERB,

THANK YOU FOR YOUR LETTER OF 13 JANUARY. I AM GLAD TO KNOW OF YOUR INTEREST AND ENTHUSIASM FOR OUR QE2 PROJECT.

BY MID-FEBRUARY, WE SHOULD HAVE A FAIRLY CONCRETE IDEA OF WHAT WE'RE GOING TO DO, AND I WILL BE HAPPY TO MEET WITH YOU EITHER HERE OR IN NEW YORK (OR ANY PLACE ELSE THAT WOULD BE CONVENIENT). THEN, AS ALWAYS, MY TIME IS YOUR TIME.

I HAD THE BOSTON STUDENT CAMPAIGN LEADERSHIP OVER FOR A COUPLE OF HOURS LAST NIGHT, AND AM HAPPY TO SEE THAT THEY ARE MOVING IN THE RIGHT DIRECTION. WE HAVE SET UP A GREATER BOSTON CAMPAIGN WORKSHOP FOR NEXT MONTH, AND SHOULD BE ABLE TO KICK OFF ALL THE CAMPAIGNS SOON AFTERWARDS. I AM SURE WE CAN LOOK FOR DRAMATIC INCREASES OVER LAST YEAR, PARTICULARLY IN VIEW OF THE NEW EMERGENCY. I'LL KEEP YOU INFORMED OF THE PROGRESS.

PLEASE CONTACT ME WHEN YOU KNOW YOUR SCHEDULE, AND WE'LL SET UP A DATE.

OUR BEST TO FRANCINE AND THE KIDS.

BEST, *Charles*
CHARLES K. RIBAKOFF

CKR/R

02/60487

15 Ibn Gabirol
Jerusalem
02/66921

13 January 1972

Mr. Charles K. Ribekoff
Natick Ford
157 W. Central Street
Natick, Mass 01760

Dear Charles:

Sorry it has taken so long to answer your letter of 22 December, but the situation here has been only slightly less than chaotic. We have had so many large groups and small groups coming through that we have all been sort of dizzy.

I am delighted to hear that you and Jane are happy. Stay that way and you will help beat the statistics of broken marriages. Give her my very best and remind her that she can always complain to me if you get difficult.

Your plans about the QE2 sound absolutely fascinating. I sure hope you sell it out, and I hope you make a bundle. I am sure you will -- which is why I will be satisfied with 50%. Fifty percent of something large is better than 100% of something small. So, go to it, Charles, and sell the boat out.

I would really be interested in your idea of indoctrination of a captive audience. I would like to sit down with you and work out the specific details of what you think would be feasible. After all, the time on the ship is supposed to be primarily recreational. We could invade that time to a certain extent. It seems to me we should get very specific on what kind of lectures, round table seminars, speakers, films we would want to present -- and then see how practical it all is. It would seem to me that if we figure on ~~the~~ hours a day for the five days between Southampton and Haifa, we should prepare a ten hour curriculum and decide exactly what we would like to include in it. In addition, if we had an interesting Israeli personality on board, there could be informal bull sessions with him which could be very attractive, and would represent additional hours of indoctrination.

Anyhow, in principle, the idea sounds great. I think we should get down to the specifics. I will be in the States for a few days

Mr. Charles K. Ribakoff

-2-

13 January 1972

during mid February. If that is too soon for your planning, then we could meet later on in the year, because I will be in the States several times.

With all good wishes and with an expression of happiness that the UJA is so deeply a part of your consciousness, I am

As ever,

HAF:SS

Herbert A. Friedman



NATICK FORD

NATICK FORD, 157 W. CENTRAL STREET, NATICK, MASSACHUSETTS 01760 PHONE: 653-2550 BOSTON: 235-8330

DECEMBER 22, 1971

RABBI HERBERT A. FRIEDMAN
EXECUTIVE VICE CHAIRMAN
UNITED JEWISH APPEAL
THE JEWISH AGENCY
JERUSALEM, ISRAEL

DEAR HERB,

I THOUGHT I'D DROP YOU A LINE TO LET YOU KNOW SOME OF THE THINGS WE'VE BEEN UP TO SINCE I LAST SAW YOU. I'VE FINALLY FINISHED GRAD SCHOOL, AND EVEN HAVE A PART TIME TEACHING JOB AT B.U. NEXT SEMESTER, ON MARKETING NON-PROFIT ORGANIZATIONS. I AM WORKING HERE FULL TIME, RUNNING ALL THE MARKETING OPERATIONS, AND GENERALLY LEARNING ABOUT THE AUTOMOBILE BUSINESS. IT'S ALL FUN BUT (AND NEVER THOUGHT I'D ADMIT THIS) I REALLY MISS THE EXCITEMENT OF DIRECT INVOLVEMENT WITH THE UJA.

JANE IS GREAT. SHE'S JUST FINISHED EXAMS, AND IS ON VACATION FOR ABOUT A MONTH. WE'RE REALLY VERY HAPPY, AND IF WE HAVEN'T THANKED YOU LATELY FOR MARRYING US, LET US DO SO AGAIN NOW.

I THINK YOU'LL BE INTERESTED IN A PROJECT I'M CURRENTLY INVOLVED WITH, SOMETHING THAT SHOULD HELP ISRAEL, ME, AND MAYBE EVEN THE UJA. A GROUP OF US HAVE CHARTERED THE QUEEN ELIZABETH 2 FOR A MONTH IN THE SPRING OF 1973, WITH AN OPTION FOR A SIMILAR PERIOD IN 1974. WE ARE PLANNING TO RUN TWO CRUISES IN 1973 TO ISRAEL FOR THE 25TH ANNIVERSARY CELEBRATIONS. SINCE HOTEL SPACE FOR THAT PERIOD IS ALREADY IMPOSSIBLE, WE WILL BE ABLE TO GET AN ADDITIONAL 3500 OR SO PEOPLE INTO THE COUNTRY WHO WOULD OTHERWISE NOT BE ABLE TO COME.

THE FIRST CRUISE WILL LEAVE SOUTHAMPTON (FED BY CHARTER 747 FLIGHTS FROM BOSTON, NEW YORK, PHILADELPHIA, MIAMI, CLEVELAND, L.A., AND OTHER MAJOR CITIES). IT WILL CRUISE TO ISRAEL, AND SPEND A WEEK SPLIT BETWEEN HAIFA AND ASHDOD. THE QE2 WILL RETURN TO GREECE, WHERE THE FIRST LOAD WILL BE FLOWN OUT, AND THE SECOND LOAD FLOWN IN. THE SECOND GROUP WILL FOLLOW A SIMILAR ITINERARY, AND RETURN TO SOUTHAMTON.

NATICK FORD

NATICK FORD, 157 W. CENTRAL STREET, NATICK, MASSACHUSETTS 01760 PHONE: 653-2550 BOSTON: 235-8330

-2-

IN THE EVENT WE CAN GET AROUND THE GOVERNMENT'S RESTRICTIONS ON DIRECT CHARTERS INTO LOD, WE WILL BE ABLE TO CHANGE GROUPS IN ISRAEL, AND SPEND AN EXTRA COUPLE OF DAYS THERE. THIS, HOWEVER, DOES NOT SEEM LIKELY.

THE FIRST CRUISE WILL BE IN ISRAEL DURING EASTER, AND THE SECOND GROUP WILL BE ON THE QE2 FOR PASSOVER. AND, YES, WE'RE EVEN PROVIDING KOSHER FACILITIES.

RETAIL PRICES (INCLUDING AIR FARE, BOAT, AND ALL MEALS RANGE FROM \$995 TO ABOUT \$2000. THESE ARE GUARANTEED PRICES, AND WILL NOT BE AFFECTED BY THE VALUE OF THE DOLLAR, OR ISRAELI INFLATION.

WE'RE STRESSING MARKETING TO TEMPLE GROUPS AND SIMILAR GROUPS WHO OTHERWISE WOULD NOT GO TO ISRAEL, AND PROBABLY WOULD NOT BE ATTRACTED TO A UJA MISSION.

YOU WILL (OR MAY) BE HAPPY TO KNOW THAT I PLAN TO CONTRIBUTE 50% OF WHATEVER I MAKE ON THIS OPERATION TO THE UJA. (DID I JUST HEAR YOU SAY, "WHAT ABOUT THE OTHER HALF?")

AS THIS IS A UNIQUE TRIP, I WOULD REALLY LIKE TO INTEREST YOU IN SOME UJA PARTICIPATION. THE SHIP'S CONFERENCE FACILITIES, AS YOU KNOW, ARE EXCELLENT, AND THE CRUISE IS DESIGNED IN SUCH A WAY THAT YOU HAVE A CAPTIVE AUDIENCE FOR TRAINING PEOPLE, AS WELL AS LOTS OF UNEDUCATED AND UNCOMMITTED PEOPLE RUNNING AROUND.


OBVIOUSLY, I AM SOMEWHAT LESS THAN A NEUTRAL OBSERVER HERE. BUT IT SEEMS TO ME THAT YOU HAVE AN OPPORTUNITY TO ATTRACT AND TRAIN AN AWFUL LOT OF PEOPLE YOU MIGHT OTHERWISE HAVE NO CHANCE TO CONTACT.

WE PLAN TO PUBLICLY ANNOUNCE THE TRIP AROUND THE END OF JANUARY, AND SHOULD HAVE DEFINITE ITINERARIES SET UP BY THEN. REPRESENTATIVES OF THE TRAVEL COMPANY THROUGH WHICH ALL OF THIS IS BEING DONE WILL BE IN ISRAEL ABOUT THEN, SHOULD YOU NEED ANY FURTHER INFORMATION.

I'M IN ANY EVENT VERY INTERESTED IN YOUR COMMENTS ON OUR PLANS, AND WOULD BE HAPPY TO GIVE YOU ANY OTHER DETAILS YOU MIGHT WANT.

JANE SENDS HER LOVE, AND WE BOTH WISH ALL OF YOU THE BEST FOR THE NEW YEAR.

BEST,


CHARLES K. RIBAKOFF
DIRECTOR OF MARKETING

CKR/R

Charles K. Ribakoff II

15 Commonwealth Court - Apt. 14 Brighton, Massachusetts 02135

R

March 23, 1971

Rabbi Herbert A. Friedman
Executive Chairman
United Jewish Appeal
1290 Avenue of the Americas
New York, New York 10019

Dear Herb,

Russell tells me that he showed you his film treatment. I've gone over the treatment and am very excited about it -- I think it can be a great film for use on campus, and would fill a very definite need in our campaigns.

Jane and I look forward to seeing you sometime when your schedule is a little less traumatic (does that ever happen?). I'd also like a chance sometime to talk about the future of student programs, perhaps with Russell.

Please give my best to Francine.

Sincerely,

Charles

S - 617-566-7388

H - 617-755-2196

J - 678-5963

3 March 1971

Mr. Charles Ribicoff
15 Commonwealth Court
Apt. 14
Boston, Mass. 02135

Dear Charles:

I have read through your survey of attitudes and knowledge in the Middle East. It was really fascinating. You certainly have a sophisticated knowledge of how to do one of these things.

I intend bringing this to the attention of the adult leaders of the UJA.

It certainly proves what we have felt all along -- namely, that there is a very strong pro-Israel feeling among students. Our job is to provide facts which will take this vague feeling and translate it into much harder and specific attitudes.

Thanks again for your initiative.

Sincerely,

Herbert A. Friedman

Charles K. Ribakoff II
12 Meadowbrook Road
Worcester, Massachusetts 01609

May 30, 1970

Rabbi Herbert Friedman
Executive Chairman
United Jewish Appeal
1290 Avenue of the Americas
New York, New York

Dear Rabbi Friedman,

I thought you might be interested in seeing a copy of the report I've compiled and written on the organization and running of the campus campaign at Boston University this year.

As far as I know, this is the first in depth study of the problems and thought processes involved in putting together a campus drive. While the report does tend to belabor the obvious, I think it may be helpful to others who are considering doing a campus drive and are not quite sure what to do. I hope UJA will make the report available as I think it fills a very serious gap in the literature currently available on campus campaigns.

I personally feel that if campus campaigns are ever going to get above their current wretched level, a concerted effort will have to be made, incorporating reports like this, to show potential leaders not only what the facts are, but some tested ways to get them across to others.

On another matter, as you may remember, UJA has seriously botched up my summer because there are no programs available for students who have gone on the university mission and want to get more deeply involved. I hope as a result of my bad experience that UJA will consider setting up a second level program for past mission participants who want to remain active and don't want to wait for Young Leadership to be able to do more things.

I would be most interested in your comments on the Boston University Report.

Sincerely,

Charles
Charles K Ribakoff

cc: Rabbi Charles Davidson

THE BOSTON UNIVERSITY JEWISH APPEAL:
BLUEPRINT FOR A CAMPUS CAMPAIGN

AMERICAN JEWISH
ARCHIVES



prepared by
charles k ribakoff
chairman

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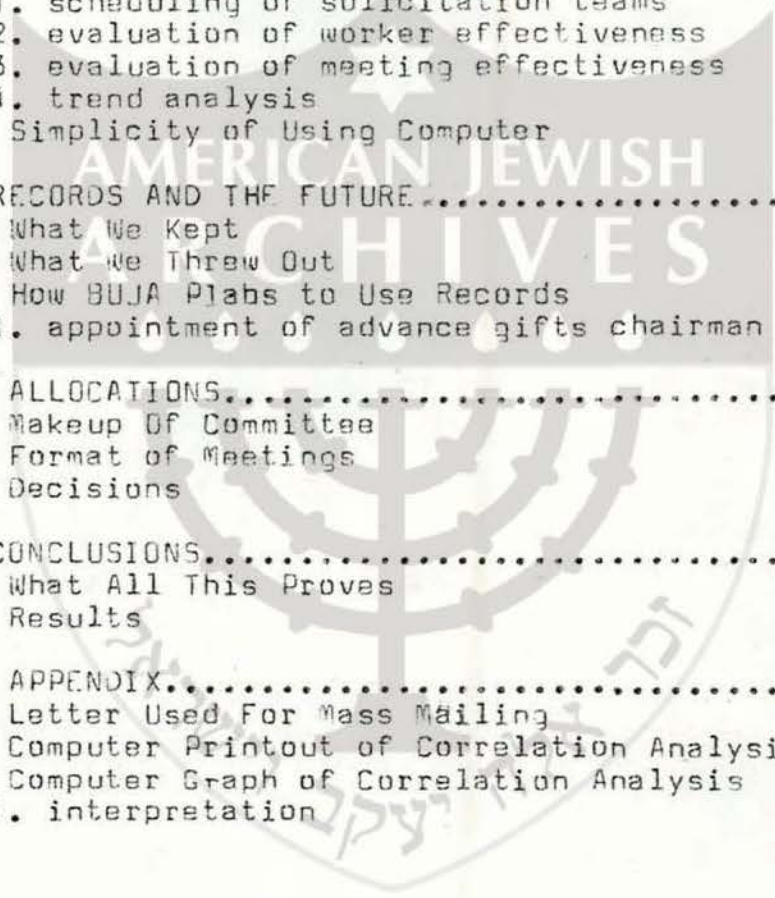
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OVERVIEW AND HISTORY OF PAST CAMPAIGNS

Boston University is a large, decentralized, coeducational university with some 16,000 students. Of these, some 5,500 are Jewish.

At BU, as at many other universities, there has been an annual UJA-affiliated fund raising campaign for several years. In the past, the BU campaign has been run as a direct extension of the regular Boston campaign, with local professionals providing some assistance; all funds were turned over to Boston's Combined Jewish Philanthropies, excepting a small donation to the Hillel Scholarship Fund.

The campaign structure was similar to that used in many campus drives. Students at the Hillel Foundation ran the campaign, which consisted of a dinner or two for workers, limited personal solicitation, and a mass mailing to Jewish students. In addition, a table was set up in the student union, and random passers by were asked for spare change donations. Few records of any sort were kept, so the personnel and specific structure were discontinuous.

The philosophy behind a campaign like this is that no matter how little is raised, it is better than nothing and, therefore, is acceptable; the only goal of a campaign like this is to raise money. It assumes that everyone is somewhat familiar with the goals and ideals of the drive, and does not seek to really teach anyone what is going on.

The Boston University campaign has met with only limited success, like most campus drives. During the Israel emergency in 1967, they raised some \$1500, their all-time high; in 1969, they raised under \$1000. The 1969 total was slightly less than the organization spend for two fund raising dinners, mailings, and other expenses. Average gift size for all campaigns of which there are any records was about \$1.00.

In 1970, a group of students not connected with Hillel decided to take over the drive when, about 5 weeks before the end of school, no one had done anything at Hillel to set up a campaign. Due to severe time limitations, and because no one in the new management group had ever done anything remotely like this, it was decided to run the 1970 campaign on a limited basis, aimed primarily at building an organization for the future. As a result, we experimented with many different techniques, theories, and approaches to find which worked best. We feel that many of the thought processes developed, and many of the mistakes made by the BU organization should be valuable to others who are interested

in setting up and running a campus campaign. These are management techniques that must be combined with detailed knowledge of what Israel is and why it must exist, and the ability to communicate that knowledge to others, before they can be effective.

GOALS OF THE BOSTON UNIVERSITY JEWISH APPEAL

The first thing we did was to evaluate exactly what we wanted to accomplish with the Boston University Jewish Appeal.

We decided that money, although important, has only a secondary role in a campus campaign, although it is very important. The primary goal of a campus drive has to be education on several levels.

We found it a mistake to assume that many people have any real grasp of the current situation in Israel and Europe; on most campuses, the level of information about these things is phenomenally low. Most students just don't know anything about Israel, and don't think very much about it. The anti-Israel bias that is prevalent at many universities is due in part to this monstrous fact vacuum. The most important function of the campaign, we decided, was to educate as many students as possible as intensively as we could, and get people at least thinking about the middle east, and why it is important to everyone.

A substantial part of this education, and probably the most difficult to get across, is teaching exactly what philanthropy is all about. Years of ten cent gifts to keren ami, Trees for Israel, and similar things build up a sort of small change mentality among most students when it comes to any sort of charity; most students simply and honestly don't realize that for most a .50¢ or \$1.00 gift to anything is trivial. One of the toughest parts of a campaign is conquering this widespread dime-quarter syndrome. A pocket change donation simply has no relation to charity; it is simply conscience money. The goal of a campaign is to make people think, not make them feel better. It is especially important to get this across because students who learn how to give now will be much easier to reach for all charitable purposes in the future.

We were firmly convinced that if we were getting the education across, the money would follow. Therefore, we put our emphasis on education, rather than fund-raising as a sole purpose in itself.

Funds raised are a rough yardstick of how effective the education is; the amount a student gives provided a rough estimate of what he understands. Nearly all college students can, if they want to, come up with \$15 or \$20 for something they believe in; most can give more. (If this sounds like a lot of money, think what most students spend for records, clothes, or drugs in the course of a semester.)

If someone offers a dollar, he has no idea what you're talking about.

We therefore used average gift size as a measure of effectiveness. The best run campus drives average up to around \$4. a gift; we decided to shoot for \$10 a gift, an arbitrary number picked more for its roundness than its practicality. An objective like this is useful so that if someone asks what sized gifts you're talking about, you can name a specific number.

Our goals, then, were to educate as many students as we could, and to get substantial intellectual and monetary commitments from as many students as we could reach.

UNIVERSITY STRUCTURE AND THE CAMPAIGN

After deciding exactly what we wanted to do, we made a survey of the situation at school to find out what characteristics of the university would effect the campaign, and what other assets and liabilities we had going for us.

Our primary problem was time, and this was critical. To run an effective campaign even on a limited basis, we discovered, takes a minimum of a week of preplanning (more if there are past records to analyse), two weeks or more of intensive worker recruiting and training, and three to four weeks to run the actual campaign. We had to do an awful lot of things very quickly, and as a result made a lot of easily avoidable errors.

It is important to start a drive early enough in a semester so that there is plenty of time to finish it without time being a key variable. Another problem with running a campaign at the end of a semester is that many potential workers are preoccupied with exams and are unable to help. Still another problem is that a lot of students are paid on a semester basis; running the campaign at the end of the year caught many student at a time when they were very short of money.

The best time to run a campaign, we decided, is early in the second semester when students are settled, not yet hurried with exams and papers, and many have just gotten checks for the semester.

There were several other problems relating to the structure of the university and its traditional characteristics.

There is a rule at school banning solicitation of any sort in the dorms. We solved this problem by ignoring it, and telling anyone who asked (only a few did) that it was "all right." This satisfied the curiosity of the few who asked.

BU students are traditionally extremely blasé about practically everything, and are especially so when money is involved. There had never been a major drive of any sort that met with any degree of success at BU. An attempt to raise money for Biafra in 1968, enthusiastically backed

by the campus press and just about everyone else, netted under \$500. A 1970 drive to raise money for a Black artists' center, which also had popular support, raised well under \$100. There was no tradition of giving on any level for any reason, however good. This made the BUJA job no easier; the first time someone is asked for a substantial gift is generally the most difficult by far.

The decentralization of the University was another major obstacle; to reach students you have to be able to find them, and BU students are spread out all over the city. Lectures tend to be poorly attended; since most students live off campus, it is also difficult to reach them through their residence units.

A less serious problem was student relations with Boston's Combined Jewish Philanthropies. As a prime establishment symbol, some otherwise interested students wanted little to do with the drive on principle (included in this were mainly members of the Radical Jewish Union). A more widespread complaint concerned some of CJP's regular drive allocations; over 30% of their regular drive is spent locally. Some of this was spent on things we had no interest in supporting; in any event, our primary commitment was to Israel and Europe, not Boston. We therefore decided to do independent allocations to get more money into Europe and Israel; we channelled these allocations through the Israel Emergency Fund and United Jewish Appeal directly.

To keep the radical students interested, we organized as an autonomous student-run campaign. In spite of this, CJP was more than willing to help us in any way they could, and provided much valuable assistance in several areas.

In retrospect, we found it to be largely a waste of time going through added effort to keep the radical students happy. The Radical Jewish Union turned out to have about 20% as many members as they claimed, and these few proved generally unwilling to get involved with the campaign on any level. It is perhaps ironic that the group who claim to be the most concerned among Jewish youth provided among the least assistance to the campaign. This is unfortunate since they should provide a nucleus of workers. We plan to make a definite effort to get them more involved in future work.

The independent aspect of BUJA was appealing to many students, however, and we feel that this did help us.

Hillel presented a more serious problem. For a campaign to work it must be as broad-based as possible. Hillel, where all previous campaigns had been based, is simply a dead issue on many campuses, and certainly is on ours. Although Hillel claimed a membership of over 600, the majority of these seemed to be freshmen whose parents had sent in their dues; as far as we could tell, no more than 15 people used the facilities. More serious, Hillel's image is so bad that among nonmembers, who are the overwhelming majority of the student Jewish community, that many won't

even open mail which has a Hillel return address and few would consider being connected with Hillel on any basis. We were afraid that a Hillel-connected campaign, no matter how well run, would by definition turn off many potential workers and givers.

On the other hand, we felt that Hillel could provide us with a core of committed students from which we could build the campaign (which turned out to be generally false). In addition, Hillel had many valuable facilities, such as a mimeograph machine, that we needed. Further, there are several political problems involved in simply ignoring the Hillel organization. Therefore, although we maintained a clearly unrelated structure, we were careful to maintain a good working relationship with the Hillel people.

Another major problem was money to finance the campaign, of which we had none. We wanted to keep our total expenses under 3% of gross revenue, and set about doing things as cheaply as possible. This was our most serious mistake.

We eliminated the fund raising dinners both because of their expense (even an inexpensive meal for a group can run \$3.00 a plate), and because we would have had to have the dinners at Hillel, where we didn't think anyone would come even for a free meal. While this was a sound decision financially, it prevented workers from different segments of the campaign from meeting each other and exch-

anging ideas. Therefore, the campaign leadership turned out to be the only link between various worker groups, which stifled any intra-worker creativity. For the future we plan a series of informal cocktail parties and smokers at both University facilities and individual apartments so that volunteers can get together.

UJA made much literature available, although we were not happy with most of it because of its slickness and shortage of hard facts. As a result, we used the Hillel mimeograph to make a series of fact sheets of our own which stressed the major themes of our campaign. Also, we purchased a booklet published by the American Jewish Congress called "Hard Questions and Answers on the Middle East," which we found to be an excellent source of information. Thus, we were able to produce a series of campaign information that we felt was effective for a minimum amount.

A related problem was publicity. No one knew what we were doing, and we felt that students should be familiar with the campaign before anyone talked to them. Here again our time constraint was a critical factor, as we had to do it quickly as well as cheaply.

As both campus newspapers were anti-Israel in their editorial policy, we could not count on them for much free publicity; our preoccupation with holding down expenses kept us from running a series of advertisements. We did get the

newspapers to publish interviews with the Chairman, and to publish a discussion and debate between the Chairman and an Arab militant.

We felt that these had more credibility than advertising, but they were not read by enough people to become a valid substitute.

In addition, we put up posters in some dorms, which seemed to have little effect, and let the local Jewish press do a story on us, which made all our parents proud, but accomplished little else. These measures as a total program were not effective. They did not reach enough students for an appreciable percentage to have any idea what BUJA was before being approached.

We finished the campaign convinced that to run a large general campaign there must be an innovative and intensive precampaign program, and that additional money must be spent in several areas.

For next year's drive, we plan to design and publish a series of soft-sell advertisements that stress simply "you're a student-- make it your business to learn what Israel really is. Be ready to ask questions, to listen, and to learn when BUJA contacts you." These would be set up in a format with interesting graphics, matched with 15 second spot teasers on campus radio. This campaign would be noninformative, but would make students familiar with BUJA. We plan to budget up to 6% of receipts for expenses next year.

CAMPAIGN STRUCTURE

To make the campaign as efficiently managed as possible, we decided to break down the management structure into a system of several small responsibility centers, each with specific task to accomplish. That way if something were not being done, it could be easily traced.

We divided the campaign into three separate sub-campaigns to cover dormitories, off campus students, and organizations (such as Hillel, fraternities, and so on). We then put a group chairman in charge of each division. The group chairmen had a good deal of individual responsibility and autonomy in deciding how to run their subcampaigns; it presented an excellent opportunity to study comparative techniques.

We found it helpful to appoint large numbers of chairmen with different areas of responsibility for another reason: giving someone a title will make him feel more directly involved with the campaign, and may well result in his doing a better job.

The dorm campaign was by far the easiest to organize and run. (Although only 31% of the students lived on campus, the dorm division raised well over 60% of our total funds.

For each dorm we appointed one or two overall chairmen, whose job it was to find one or two people on each floor who were willing to work. Each dorm was

placed through the education and training program as a unit. The dorm chairmen had individual responsibility for seeing that workers were recruited, and floors were done on time. They also were responsible for making sure workers were doing a good job, that funds raised were being turned in promptly, and that there were no significant complaints from any of the dorm residents. Chairmen also helped out on difficult solicitations and arranged meetings with top leadership. They were directly responsible to their group chairman.

For the Organizations Division, we decided to try a series of bigger meetings as it was difficult to get workers to handle the division on a direct solicitation basis. These meetings were run and solicited by top campaign leadership.

The Off Campus Division was by far the biggest problem. Although the great majority of student live off campus, they are difficult to reach. To compound this problem, we appointed an extraordinarily bad group chairman for this division. Most of the solicitation for this division was done by mail.

RECRUITING AND TRAINING

To run an effective limited campaign at BU, we felt we needed about 150 good workers. We figured this on the

basis that we were trying to reach 3000 people directly, and that a worker should have to contact 20 people or less (ideally, that figure should be fewer than 10). We had to find and train these workers in a 10 day period; in our case this was exceptionally difficult since the top three campaign leaders were all in their first year at BU and did not know many people.

A result of this is that we did not do very much screening of workers; we automatically accepted just about everyone who said they wanted to work. This was a big mistake; all workers should be carefully chosen. A bad worker will not only do a poor job, but may also alienate some of those he attempts to solicit.

Ideally we wanted to be able to solicit on the reference group level, where religious-oriented people would be solicited by religious people, business majors by business majors, freaks by freaks, and so on. While this is in theory ideal, we found it to be totally unworkable from a logistics standpoint.

In practice, the workers best able to reach a large variety of people were nonreligious, popular students who were recognized leaders in other fields. We noticed that religious people had a market inability to solicit nonreligious people (a difficulty that was not reciprocated) and that unattractive girls, although eager volunteers, were often singularly ineffective.

We tried especially hard to recruit freshmen and sophomores for all jobs, as we were interested in building a viable organization for future years.

Training and education is the major task of campaign leadership. The success or failure of worker training sessions will literally make or break the entire campaign.

Remember that most volunteers will know far less about Israel and Europe than will leadership; the group chairman cannot assume that volunteers, even those who have been to Israel, know enough to do an effective job. If someone asks a worker a question he is unable to answer, it will kill the entire solicitation and make the campaign itself seem pretty shoddy. In addition, the worker will get discouraged, and his effectiveness will be impaired.

We did not insist that all workers attend training sessions. We found that spot checks of returns showed that workers who had attended training sessions raised more money and got higher average gifts by about 18% than those who did not attend training sessions. While these sessions were not all that great, they did provide everyone with at least a basic level of information, and some knowledge of what we expected of all volunteers. We plan to insist that all volunteers get to at least one

meeting for future campaigns.

This can, however, be overdone. If you start making excess demands on workers' time, they will lose interest in the entire process. We feel, however, that all workers can spare at least a couple of hours to come to one meeting; if they cannot, they probably don't have enough time to do an effective job as a worker.

We found that the best way to train workers was to have the top campaign leadership meet with small groups of volunteers. These meetings eventually evolved into fairly structured high intensity sessions which made as much use as possible of modern educational theory, including structured discussion, group dynamics, and role playing.

At these meetings, the Chairman would speak for twenty to thirty minutes, briefly explaining the function and goals of BUJA, and intensively describing the situation in Israel and Europe. We packed as many facts as possible into these sessions, and handed out mimeographed fact sheets which summed up the talk. The Chairman especially stressed anti-semitism in Eastern Europe and the Moslem countries, the refugee flow system in Israel, and the crucial fact that without active participation and support from the world community there would be an almost total curtailment of all humanitarian services in Israel. We also stressed that no funds raised were used for the Defense effort, and spoke

at some length about the Arab refugee problem; misunderstanding of these situations are a major source of anti-Israel feeling on campus and are used as excuses by those who do not want to give.

The function of these talks was to inform and hopefully to make volunteers feel as proud of Israel and its accomplishments as we did. We did not downplay the many social problems which Israel is faced with, but made sure that workers understood that solutions were being sought. We tried to make the workers feel in some ways responsible, to feel that without their active help there would simply be that many fewer humanitarian services in Israel. We stressed that this responsibility was less a function of one's duty as a Jew but their responsibility as a human being.

Following this talk, we would answer questions for ten or fifteen minutes.

Then we organized the meeting into a crude T-group situation. At the start, campaign leadership would ask questions that we thought workers would be asked in solicitation (how to answer things like "my parents give enough" and "what about the way Israel treats its Arab citizens," and other things frequently asked). We then encouraged workers to criticize each others' answers, and to ask questions of their own. The point of this is to get all questions or uncertainties he might have worked out, without embarrassing himself. People tend to be much freer in a group situation than in a lecture

structure.

From there, maintaining the t-group structure, we moved into solicitation. We placed a lot of emphasis on this phase; we felt that if we set a high level of giving among the workers, it would raise the giving level of the whole campaign. More tangibly, if we couldn't get our ideas about philanthropy across to BUJA volunteers, they certainly couldn't get them across to anyone else.

A post-campaign computer profile analysis of a random 50 workers revealed an almost linear relationship between amount given and average gift solicited, with a statistically significant correlation of .845 (don't let the statistics scare you; that simply means that the trend is too strong to be accounted for by mere chance).

With this in mind, we established a minimum gift for workers of \$5. While this caused considerable screaming from some volunteers, it was chiefly from those who planned to give less. Since we feel that almost everyone can afford a minimum gift of that amount, we plan to keep this rule, and enforce it more strictly in the future (some workers who did come to training sessions did give as little as \$1.00).

We pushed this concept during the t-group solicitations. It is very important that this phase of the campaign be handled properly. Remember that for many workers this will be the first time they have asked anyone for a substantial

amount of money. Nearly everyone is embarrassed to ask for money-- to many there is something vaguely unclear about mixing idealism and money. By making people go through a couple of solicitations in a group format and criticize what they see they begin to understand that others share their hesitancy. It seems to help many get over it; in addition, the idea interchange seems to provide many ideas for workers to think about.

After this phase, we handed out worker kits to everyone. These were manila envelopes filled with fact sheet summaries of the Chairman's opening remarks, a worker instruction sheet with some basic hints about soliciting, reiteration of the goals of the campaign, and other facts, and a copy of the "Hard Questions" booklet. In addition, the kits each had 25 or so pledge cards. We asked workers to keep pledge cards for all gifts; this is the only way a worker's effectiveness can be measured, it provides information about who is interested, and is an efficient method of internal control. These kits are time consuming to put together, but we found them very useful.

We closed these sessions by having workers sign their own pledge cards; we tried not to let workers solicit who had not first turned in their own gift, as it is difficult to ask someone else to contribute to something he himself hasn't.

We did not ask workers to announce their gifts, as is often done at adult meetings because the idea seemed to antagonize practically everyone. We felt that having students announce their gifts might scare a \$50 giver from announcing rather than pull up a \$5 giver who could give more; it is not a good idea, we found out, to try to embarrass someone publicly into giving more.

The training phase of the campaign requires an incredible amount of time and energy from the campaign leadership. The BUJA leadership spent every week night for two weeks going through these sessions, covering one or two dorms a night. We feel that it is impossible to do everything that must be covered in a meeting like this in much less than two hours per session; some take longer. But there is no substitute for this that we can think of; if the training is done well, the campaign will succeed. Running a campus campaign takes enough time anyway that we felt we might as well take a little more and do it right.

SOLICITATION: THE DORM CAMPAIGN

In the dormitories we tried several different types of solicitation to see which were the most effective. The best form we found was to use co-ed teams made up of someone from the floor being covered and a member of the opposite sex. The psychology behind this is that the familiar face will get the team into the room, and the stranger, due to

boy-girl chemistry, will prevent the team from being summarily thrown out.

There are unfortunately many logistical problems involved in doing this.. Making up teams that work well together, and can go around at the same time, and getting people together for follow-up visits is a complicated procedure. We are currently trying to set up a computer program using a standard card sorter (see Uses of Data Processing, below) that will match and schedule teams. Otherwise, this is very difficult to set up.

We also tried solicitation by a stranger of the solicitees' sex (dorm visitation rules prevented us from trying with a stranger of the opposite sex). Some people seemed to respond better to someone they didn't know, and some workers preferred this approach but on the whole it seemed to work less well than the teams.

Finally, we tried solicitation by a single floor resident. This is certainly the simplest to schedule and is probably the most efficient way to make sure large numbers of people get contacted. Results per gift, however, did not seem to be as good.

The approach we suggested our volunteers use was to open with something like "we'd like to spend a few minutes talking with you about Israel," gradually working around to fund raising. In this way you can first appeal to a student's intellectual curiosity; if you ask him for money right away,

you risk turning him right off. Workers distributed fact sheets from the worker kits to everyone they talked to, no matter how hostile or well-informed they might be.

Since it is difficult to find out who in a dorm (or anywhere else) is Jewish, we approached everyone in the dorms; as we were emphasizing the humanitarian rather than the religious phases of the situation, it was easy to do this without offending anyone (remember that most of the people who gave money to Biafra were certainly not Black). This approach makes a lot more sense than knocking on doors, being confronted with some 6 foot 8 inch black football player, and beginning by saying "excuse me, are you Jewish?" or skipping people you aren't sure about. We received several good gifts, and few complaints, from nonJews.

The dorms are by far the easiest structure to work in. They must be covered well, as they are the most obvious source of funds. This again underlines the need for careful screening of workers and potential dorm chairmen (without which you will not get good workers), and careful supervision and encouragement from top leadership.

We asked workers to turn in their results every few days so we could see which ones were doing the best jobs, and which we would have to try to retrain.

Since a solicitation of this sort takes at least 15 minutes per room, it is important to minimize the number

of rooms assigned to each team. When workers have too much to do, they will start knocking on doors and perfunctorally asking for "a small gift for Israel;" when the happens, it defeats the point of the entire campaign.

LARGE MEETINGS: THE ORGANIZATIONS CAMPAIGN

We set up a separate Organizations Division to break down the solicitation groups a bit smaller, even though in size it was much smaller than the other two divisions.

For Hillel, fraternities, and sororities, we tried a series of larger (20-50 people) meetings. At these, the one of the campaign leaders would speak for 20 minutes or so, answer questions, and hand out pledge cards.

These were not successful for a number of reasons. First, it was difficult to get people to attend meetings at which they knew they would be asked for money (Hillel members were by far the worst offenders here); from most people you must have some primary committment before you can get them to a meeting, and on campus this committment often does not exist.

In addition, it is difficult to control the pledges received-- there is an anonymity about larger meetings that makes it easy for people to not give. More seriously, although we tried to get cash whenever possible, we often wound up taking unpaid pledges at these meetings. Although unpaid receivables totalled only 2% of total pledges, more

than half this total came from the large meetings.

While we averaged over \$10 a gift at the small training sessions, and \$4 a gift from dorm solicitations, we averaged under \$2 a gift at the big meetings. Unless big meetings are handled better than we were able to handle ours, they are not very much good.

MAILINGS: THE OFF CAMPUS CAMPAIGN

Due to an especially incompetent off campus group chairman, we wound up using mail to cover some 3500 off campus Jewish students.

Mail is by far the worst way to reach people, although it is also probably the easiest. It is very easy to ignore mail, you can't say very much in it, and it is very expensive. Our expenses were about 1.5% of receipts for all other phases of the campaign (covering about 80% of funds raised); for the mail campaign, expenses were about 55% of receipts (this expense was underwritten by CJP).

For the letter we used in the mass mailing (see Appendix) we tried to state what we were doing, why, and what we needed. We named an artificially high average gift size, as we wanted to give people a high idea of what was expected per gift.

The mailing was sent out with a pledge card and undamped return envelope. We received a return of about 4.2%, averaging slightly over \$8 per gift. There were several gifts for the bamed average gift size of \$18.

These results may seem excellent. But we feel that if someone will give \$18 in response to a letter, we think he will give far more, and understand better what he's giving for, if approached personally.

In addition, over 95% of the people who got the letter ignored it. Personal solicitors were turned down outright only 24% of the time. Thus, although mail can be an effective way to reach people reachable in no other way, it is certainly not an acceptable substitute.

Combined Jewish Philanthropies financed, printed, and distributed the mailing for us, which made our task much easier.

MAILINGS: OTHER OBSERVATIONS

We did some other mailings early in the campaign to try out different techniques. First we did a mailing to the 600 people on Hillel's mailing list asking for volunteers. The Chairman personally signed half of these; the rest were signed by mimeograph.

We got a return of a little over 6% on the personally signed letters, and about 3.5% on the unsigned ones. The Chairman was not sure if the added return was worth the near terminal writer's cramp he subsequently suffered, but it was in any event an interesting result.

The higher return on personally signed letters was later confirmed by an independent experiment at the Boston

University Graduate School of Business. The Business School experiments also showed higher returns on letters with enclosed self-addressed envelopes, higher still returns when the envelopes were stamped, and, suprisingly, significantly highest returns when the envelopes had too much postage on them.

Address lists for mailings are generally available; a little ingenuity can sometimes get them without charge. Most universities ask for religious preference in registration, and this information is kept on file, usually in the university's computer. It is generally available to the Hillel rabbi at the university's cost for computer print out time (which can run to \$40 or so). However, anyone familiar with the computer installation can probably get the information directly from the computer. We used this program to get the address lists for our mass mailings.

USES OF DATA PROCESSING

Nearly all universities have some sort of computer installation, and most make these facilities available to qualified students without charge. Data processing can greatly facilitate record keeping, and makes possible a series of analyses that otherwise would be impossible to obtain.

It is important not to be intimidated by the word

'computer.' A computer is simple to use, and can make the job of managing a campaign much easier.

We used BU's IBM 360/60 system for several things, any of which can be done by someone who has a basic knowledge of programming.

We used the memory to get the master mailing list, and used a series of simple programs to test some of our theories. A computer can tell you instantly if a trend is significant or not.

We tried storing individual worker results to compare which workers were doing poor jobs. We plan to make further use of this in the future.

We also made recordings of all \$5 and up givers; by using the sorting facilities, we can get lists of our better givers sorted by class, living area, person who solicited them, or any other useful permutation.

Future uses of the computer on the campaign are almost limitless. We plan to write programs to schedule solicitation teams, rate worker effectiveness, identify which meetings were most successful (by tracing the progress of the people who attended them), and for other uses. These may all sound complicated; they are actually quite simple. For running a large campaign, it will be difficult to avoid being burried with bookkeeping without using data processing on some level.

RECORDS AND FUTURE PLANS

We tried to avoid being overwhelmed with data, and threw out most information as soon as we were done using it. We did keep pledge cards for all gifts (which have name, address, class, and solicitor recorded). In addition, we had each dorm captain rate the effectiveness of their workers, and we are keeping these evaluations on file.

Next year we will take all pledge cards and update the addresses. There will be a fourth group chairman in charge of advance gifts, and we will try to get increases from as many as possible before the actual campaign starts. In addition, all our 'big' givers (\$5 and over) will receive letters asking them to work on the campaign.

ALLOCATIONS

As we had decided to do independent allocations, the Chairman appointed an Allocations Committee about three weeks after the campaign started. The Committee was given full power to spend funds, and membership was presented as an award for work done. It was a 7 member committee, made up of the Chairman, two group chairmen, three dormitory chairmen, and a representative of the Radical Jewish Union.

We decided that since we had since we been primarily emphasising Israel and Europe, that would have to be our

major commitment. On a very secondary level, however, we wanted to fund some organizations that are not normally funded by Federation such as student peace organizations.

We had two meetings of the Allocations Committee. At the first, groups who wanted to receive funds made a presentation. At the second meeting the Committee voted final allocations. 5.4% of total funds were allocated to two student organizations, the Student Struggle for Soviet Jewry and the Jewish Peace Fellowship. The remaining funds were appropriated on a 100% basis, 70% to the Israel Emergency Fund and 30% to the United Jewish Appeal regular campaign.

The Allocations Committee is a useful vehicle for getting more people involved in the leadership of the campaign, and the independent structure gives the drive a lot of flexibility, and enables it to get more funds into things with which the drive is directly concerned.

CONCLUSIONS

BUJA proved that it is possible to raise large amounts of money on campus on short notice while getting a lot of people thinking about the Middle East. Once people are thinking, it is easy to develop a commitment that is easy to maintain.

In spite of the hastily formed nature of the BU drive,

BUJA was one of the most successful campus drives nationally in 1969; our average gift size was over \$6 which, although short of our goal, is thought to be the highest of any campus campaign. Most encouraging is that there were 18 gifts of \$25 or more from nonleadership students.

The point is that once a basic organizational structure is established, the campaign is easy to manage.

To run a successful campaign requires an informed leadership willing to put in a great amount of time during the course of the campaign.

Building an organization is a multi-year process; one of the things that we learned is that it cannot be instantaneously established. But with a limited amount of hard work, a core of five or six dedicated people, and enough time it is possible to run a very informative and financially successful campus campaign.

We hear you, Israel.

Dear Fellow Student:

You may not spend much time thinking about the current situation in Israel. It is much easier not to. For the next few minutes, please think about it.

Israel is today a country in critical trouble. Approaching its 22nd birthday, Israel faces its 22nd year of unending war; a war for survival against nations that have sworn not merely to defeat Israel, but genocide for all Israelis. Israel's survival demands a massive commitment to defense.

As a result, Israel's social services are in a state of crisis. 20% of the population lives in substandard housing. Without massive assistance from world Jewry, there will be no money for even the most basic of human needs. Without the support of the world community, there can be no Israel.

For the first time, students at B. U. have organized an intensive educational and fund raising campaign to serve the incredible needs in Israel, Eastern Europe, and student peace organizations in America. The Boston University Jewish Appeal is an autonomous organization independent of any other campus organization. BUJA helps finance many vital programs, including:

- *The Joint Distribution Committee, which provides relief and rehabilitation to needy Jews throughout Europe. In Rumania, other Eastern bloc countries, and the Moslem states, JDC is the only thing between several thousand people and starvation.

- *The Jewish Agency, which is in charge of all immigration in Israel; over 70,000 immigrants will arrive this year alone; most will have to be completely supported by the State.

- *The Israel Emergency Fund, which finances humanitarian services in Israel.

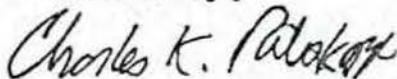
- *No funds whatsoever are spent on Israel's defense effort; all funds are used for strictly humanitarian purposes.

We need your help for this year's campaign. BUJA is trying to raise at least \$7000, and we are already well on our way. Our average gift has been close to \$18.00. The needs are greater than they have ever been before.

It is not enough to say "my parents give." Everyone's parents give. Feeding hungry children is our responsibility too.

If you believe that Israel must live, you must believe it cannot survive without your help. Please send us your check today. Thank you.

Sincerely,



Charles K. Ribakoff, CBG '71
Chairman

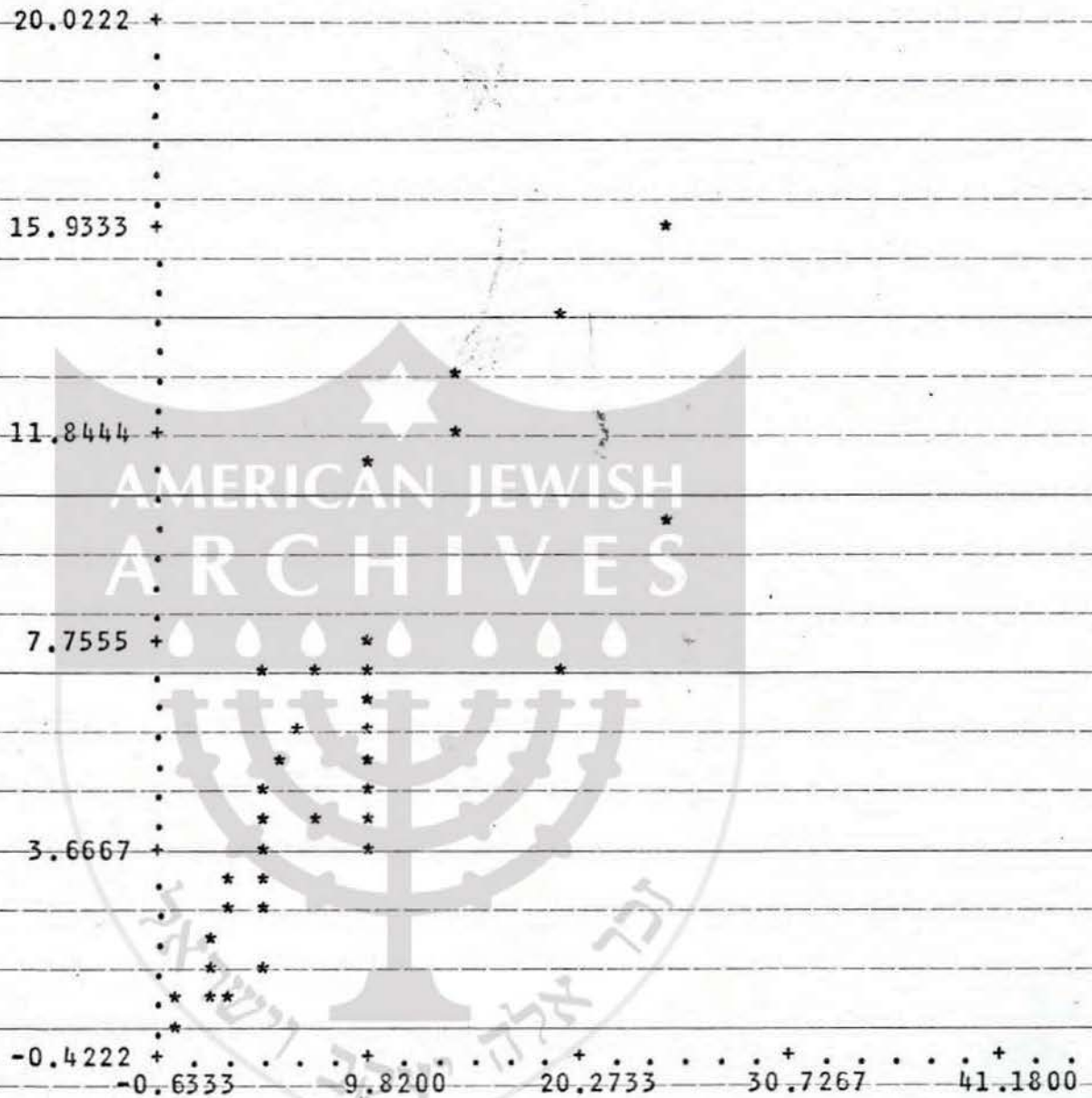
WORKER PLEDGE	AVE. PLEDGE RECEIVED
1.000	0.600
1.000	0.720
1.000	0.950
1.000	1.010
2.000	1.000
2.000	1.100
2.000	1.150
2.000	1.600
2.000	2.000
3.000	1.000
3.000	2.500
3.000	3.150
5.000	1.750
5.000	2.500
5.000	2.500
5.000	3.000
5.000	3.100
5.000	3.400
5.000	3.450
5.000	3.800
5.000	4.000
5.000	4.210
5.000	4.600
5.000	5.000
5.000	5.000
5.000	7.000
6.000	5.500
7.000	6.000
7.500	4.500
7.500	7.000
7.500	7.500
10.000	4.000
10.000	4.600
10.000	5.200
10.000	5.400
10.000	5.900
10.000	6.900
10.000	7.300
10.000	7.330
10.000	7.500
10.000	8.000
10.000	11.000
15.000	12.000
15.000	13.000
20.000	7.000
20.000	14.200
25.000	10.000
25.000	16.000
50.000	19.000
50.000	14.000

Computer print out shows relationship of worker gift to size of gifts received. As expected, this random sample of 50 workers (covering about 330 gifts) showed a positive relationship between amount given and amount raised. For this reason we spent much time soliciting worker gifts.

correlation matrix

row 1	1.000	0.845
row 2	0.845	1.000

type a plot symbol in the form x/ *
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do you wish to plot more variables
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*go

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*good-bye

Computer graph of data on preceding page shows the linearity of the relationship between gift size and average pledge received.

Student Coordinating Committee for the Israel Emergency Fund

29th Floor, 1290 Avenue of the Americas, New York, N.Y. 10019 • Plaza 7-1500

February 17

Dear Herb,

I think you will be interested in this report, a paper based on an extensive survey of attitudes and knowledge on the Middle East that I took at Boston University last fall.

The point of the survey was to give us some specific ideas on what areas to concentrate campaign strategy on, and to give a fairly accurate sense of what attitudes on campus really are about the Middle East.

While I would caution against taking the results too seriously --I'm not a confirmed believer in surveys, and there were a few problems involved with this one-- I feel that it does have strong validity in pointing out specific trends, and basic attitudes. The report is based on over 450,000 separate bits of information, and several hundred pages of random print out, and was done as scientifically as possible. I am attaching some of the print out we used if you are interested in examining it further, although I think I've condensed the important points pretty well in the paper.

If you have any questions, I will of course be happy to answer them at any time.

Best,

Charles

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BOSTON UNIVERSITY
1970 MIDDLE EAST ATTITUDE TEST:
EXPLANATION, DATA, AND INTERPRETATION

AMERICAN JEWISH
ARCHIVES



prepared by
charles k ribakoff
february 1971

As this paper can be interpreted in several ways, I'd better say a few things about what it is and what it is not before you go much further.

These are the results of a small survey I took at Boston University in November, 1970, to try to get an approximate idea of what American student attitudes toward Israel are. We felt this was necessary to know before going much further in designing materials for use on campus and campus campaign format.

While I am not totally convinced that any survey can reveal attitudes very precisely, the questionnaire was prepared and administered in accordance with generally accepted survey procedures, under the direct supervision of professors in the Boston University Graduate School of Management. Over 450,000 separate bits of information were individually analysed several ways before this report was written.

I am not presenting this, however, as a perfect reflection of national student attitudes, or even of those at BU. There are too many imponderables to make that claim.

I do feel strongly, however, that the results of this survey as presented below give an accurate approximation of student attitudes, and that there are several good reasons for accepting these results as a basis for much campus program design.

I. NEED FOR SURVEY

When the Student Coordinating Committee started designing materials for use on campus in September, 1970, we decided to create programs to fit specific needs based on our perceptions of the student market. While our conceptions were fairly nonspecific, we agreed that the basic Jewish student was stereotypically anti-Judaism, negative on Israel, influenced by the powerful and well financed Fatah propaganda campaigns, and pitifully mis (or un)informed.

The Committee formed these opinions through campus observation. Fatah films (by such directors as Godard) were well distributed and heavily attended, pro-Fatah literature was distributed in huge quantities, nearly all rallies included some demands for the Israeli imperialists to release the deprived Palestinians, and most radical groups, both black and white, which were generally thought of as opinion leaders, were anti-Israel. On the other hand, Jewish functions at Hillel were about as well attended as Stand Up For America festivities in Cuba, UJA campaigns were generally unsuccessful, and there seemed to be few, if any, outward signs of Jewish or Israeli activism at any level.

Still, some SCC members felt that Fatah influence was overstated due to its high visibility and, at least at some campuses, there was a sort of 'silent majority' situation with a lot of uninformed Jews unactive because there were no tolerable systems for them to channel their energy.

Thus, there was a serious divergence of opinion on whether most SCC programs should aggressively combat anti-Israel propaganda or, in a more positive way, educate and involve students who cared little for either side.

We decided that it was simply good sense to have more knowledge before designing any marketing system. The obvious solution was to attempt a survey to check out student attitudes and knowledge.

If this survey were to give an accurate reflection of attitudes, it would not only show the basic direction SCC programs should take, but would also show in what specific areas more material was needed.

While we were not entirely convinced that any survey could accurately reflect student views, we felt that it was the best means available, and, if nothing else, would give us some ideas. With this additional information, we felt it would be easier to design relevant campus programs.

II. CHOICE OF BOSTON UNIVERSITY

We decided to do the survey on a limited basis at one campus. I chose Boston University primarily for reasons of convenience-- I am a student there, and through the Graduate School of Management would have much faculty advice on survey design and access to free computer time.

BU was both a good and a bad choice. About one-fourth of all American Jewish students are in the Boston area, and BU probably typifies many. Still, BU attitudes are probably not an accurate reflection of attitudes in the mid-West, or at more intellectually demanding schools such as Harvard. Further, BU has an atypical demographic structure: it is heavily (nearly 40%) Jewish, and most students live in the East.

I felt, however, that attitudes at BU would reflect attitudes of as many students as possible at one test point. Further, since BU has a major UJA Campaign, the information would be directly applicable to that campaign..

III. SURVEY DESIGN AND CONCEPT

I wanted the BU survey to show two basic things. First, I wanted an accurate portrayal of what attitudes about Israel and the middle east were. This, I felt, would be relatively easy to find out. Second, and more difficult, I wanted to find out what facts and emotional factors went into making up those attitudes.

Our hypothesis here, simply stated, was that attitudes are no more than the sum of facts plus an unknown emotional factor. If we could figure this out, it would be possible to design programs that would be effective in changing people's minds.

I designed the survey under the supervision of BU Professors Larry Wortzel and George Labovitz, whose fields are respectively marketing and motivational research; they both have had extensive experience with surveys. I also used the advice of several teachers in the School of Education, where much research on test giving has been done.

We made up questions in three different areas: straight factual knowledge, such as questions about population or dates; opinion questions, such as what do you think of the Fatah; and demographic questions for cross-tabulation, such as age, class, major, and religion.

I made up about 100 questions in each category, and through extensive pretesting eliminated those that basically duplicated information asked in others. The final version of the questionnaire has 42 questions, and is about as concise as possible.

A serious problem with the survey was pro-Israel bias in some of the questions; while no one has ever been able to quantify the effect of survey bias, most research concludes it should be eliminated wherever possible. The BU survey never satisfactorily eliminated all bias, al-

though my supervisors agreed that this in no way invalidated the results.

The test was designed to be coded onto standard IBM cards, and we designed a special variation of the /SPSS statistical evaluation computer package to grade, sort, and crosstabulate results. Free time was available from BU's IBM 360/50; when that supply was exhausted, additional free time was 'borrowed' from other computers in the Boston area.

IV. METHODOLOGY

In accordance with standard survey procedure, we felt that a survey of about 5% of the total Jewish population would far exceed minimums (about 2%, generally) for predicting the population as a whole. Thus, we decided to survey about 250 Jewish students; to do this, we felt we would have to survey about 500 students.

To achieve as random a sampling as possible, surveys were distributed in three different ways: three large courses in different topics agreed to let me give the test during class time; random dormitory floors were done, and a desk was set up in the Student Union where passers by were asked to fill one out.

Students who had questions about the survey, or who wanted further information, were encouraged to leave their names, and were followed up for possible work in the campaign.

The test was given in the third week of November, 1970.

At that time, there was no particular news or event in progress that, in my opinion, would have abnormally influenced survey results.

About 750 surveys were distributed in order to get 500 usable completed forms, a waste number on the high side of the normal range.

All completed forms I personally coded for computer profile; actual punching was done by several students, with my spot checking for accuracy.

V. EXPECTATIONS

When tabulating results, we had certain specific expectations based on prior informal observations. We expected most students to be either neutral or somewhat negative in their attitudes about Israel, and correspondingly neutral or positive about the Fatah. We expected a very low level of general knowledge, with a specific positive correlation between knowledge and attitudes. We felt that Jews would probably know significantly more than nonJews, and that their attitudes would be more positive, although we did not know how much.

VI. The results were far different from what we expected. They are summarized below, and the raw data is included in a separate appendix.

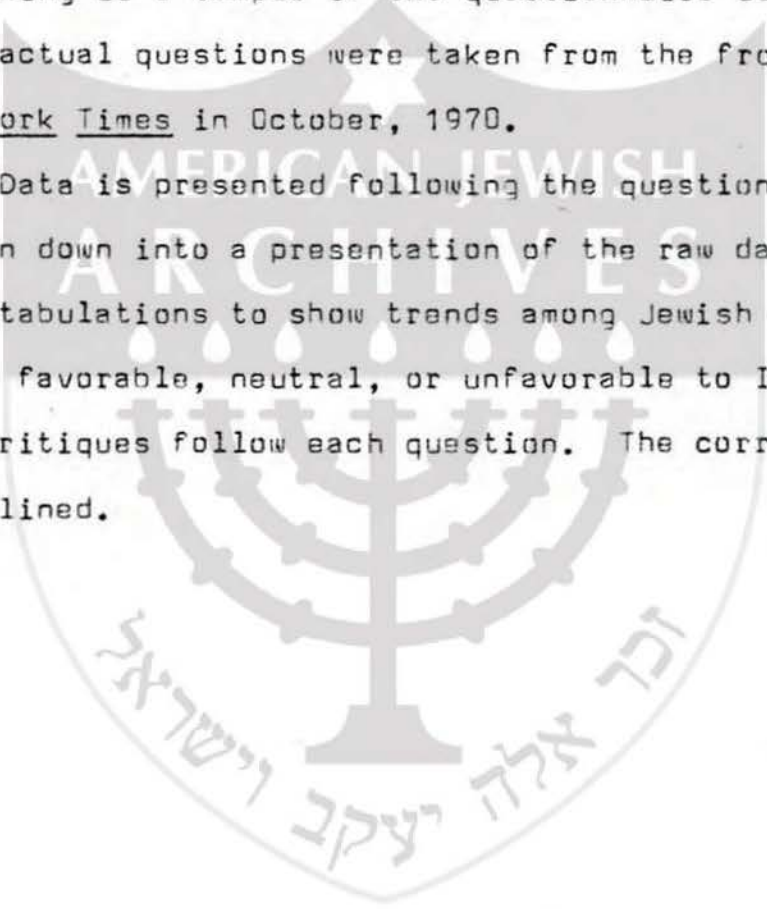
Basically, they show attitudes far more positive than we had ever thought (question 26), and also far less negative, with a larger neutral category. The level of information

was much lower than expected, with some students knowing almost nothing. On two questions, fewer than 4% of those surveyed knew the correct answer; on the best question, only 75% knew.

(insert sample questionnaire and condensed results below)

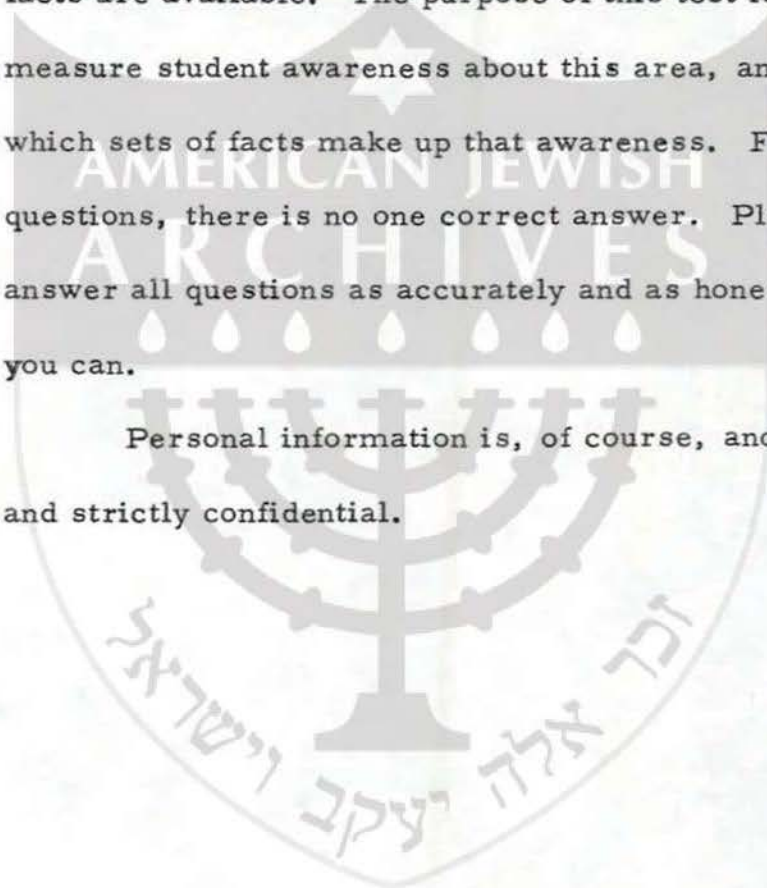
Following is a sample of the questionnaire used in the survey. All factual questions were taken from the front page of the New York Times in October, 1970.

Data is presented following the questionnaire. It is broken down into a presentation of the raw data, with crosstabulations to show trends among Jewish students, and those favorable, neutral, or unfavorable to Israel. Comments and critiques follow each question. The correct answer is underlined.



This test is about the Middle East, a highly controversial area about which many sets of conflicting facts are available. The purpose of this test is to measure student awareness about this area, and to find which sets of facts make up that awareness. For many questions, there is no one correct answer. Please answer all questions as accurately and as honestly as you can.

Personal information is, of course, anonymous and strictly confidential.



1. Have you ever travelled in Israel? (6 ___)
a/ yes b/ no
2. Have you ever travelled in any Arab country? (7 ___)
a/ yes b/ no
3. Approximately what is the present (1970) population of Israel (excluding all territories occupied in the 1967 War)? (8-10 ___)
_____ million
4. In 1947, when Israel became a state, approximately what percentage of the total population was Arab (either Christian or Moslem)? (11-13 ___)
_____ per cent
5. It is impossible for a Jew to become a citizen, or to have the rights of citizenship, in Egypt, Jordan, Syria, Iraq, or Saudi Arabia. (14 ___)
a/ true b/ false
6. It is impossible for an Arab resident of Israel to become an Israeli citizen, or to have the rights of citizenship. (15 ___)
a/ true b/ false
7. When Jerusalem was under Jordanian rule (1947-1967), important religious shrines (such as the Wailing Wall) were open to Jews on at least some occasions. (16 ___)
a/ true b/ false
8. Palestinian Arab refugees are (17 ___)
a/ the original settlers of the area now called Israel.
b/ former residents of Israel who left during Israel's War of Independence.
c/ wandering Beduoin tribes.
d/ former residents of Jordan or Egypt who left those countries in 1947.
e/ don't know
9. The Palestinian Arab refugee situation originated in what year? (18 ___)
a/ 1933
b/ 1948
c/ 1956
d/ 1967
e/ don't know

10. Prior to 1967, Palestinian Arab refugees living in the Gaza Strip area of Egypt were considered by Egypt to be citizens of that country. (19 ___)
a/ true b/ false
11. Prior to 1967, Arabs living in the currently occupied areas on the West Bank of the Jordan River and in the Gaza Strip made an estimated .90¢ for a day's work. Now, most earn about _____ a day. (20-22 ___)
12. Arabs living in the occupies areas of the West Bank and Gaza are allowed to travel throughout Israel. (23 ___)
a/ true b/ false
13. Prior to the 1967 War, Arabs living in the West Bank and Gaza regions were allowed to travel throughout Jordan and Egypt. (24 ___)
a/ true b/ false
14. Arabs living in the Israeli occupied West Bank region are allowed free passage back and forth to Jordan. (25 ___)
a/ true b/ false
15. Since 1967, Arab agricultural output in the Israeli occupied area on the West Bank of the Jordan River has increased about _____. (26 ___)
a/ 10%
b/ 50%
c/ 100%
d/ 150%
e/ 300%
16. In general, to whom would you assign primary responsibility for the creation of the Palestinian Arab refugee problem? (27 ___)
a/ established Arab countries
b/ Israel
c/ both Israel and the Arab countries
d/ the United States and the Soviet Union
e/ don't know
17. Immediately following the recent civil war in Jordan, Israel sent large quantities of _____ to aid Jordan. (28 ___)
a/ arms
b/ military advisors
c/ cholera vaccine
d/ food and medical supplies
e/ nothing was sent

18. A kibbutz is a _____ . (29 ___)
a/ state-owned cooperative settlement
b/ member-owned cooperative settlement
c/ military settlement
d/ factory
e/ privately owned farm
19. Israel is governed by _____ . (30 ___)
a/ a dictatorship
b/ a military government
c/ a popularly elected single party government
d/ a popularly elected coalition government
e/ a military-civilian junta
20. There are Arab members of Knesset (Israel's Parliament) (31 ___)
a/ true b/ false
21. Absorbing and training immigrants, particularly from areas in Eastern Europe and Arab countries, is a major operation in Israel. Last year, there were _____ new immigrants. (32 ___)
a/ 10,000
b/ 25,000
c/ 40,000
d/ 75,000
e/ 90,000
22. The current poverty level in Israel is defined as a family of six living on less than \$100 a month. (33-34-35 ___)
Approximately what percentage of Israeli Jews live below this level? _____ %
23. Approximately 53% of the US tax dollar is spent for defense or defense-related purpose. What percentage of the Israeli tax dollar is currently spent for defense? (36-37 ___)
_____ %
24. What percentage of the cost of Israel's humanitarian needs (such as social services, University and hospital construction, etc.) is currently financed through philanthropic contributions (through such organizations as the United Jewish Appeal)? (38-40 ___)
_____ %
25. Israel receives some free arms from the United States. (41 ___)
a/ true b/ false

26. In general, do you consider your attitude towards Israel to be (42 ___)
- a/ highly favorable
 - b/ slightly favorable
 - c/ neutral
 - d/ slightly unfavorable
 - e/ highly unfavorable
27. In general, do you consider Israel's treatment of the Palestinian Arab refugees to be _____. (43 ___)
- a/ very fair
 - b/ fair
 - c/ unfair
 - d/ no opinion
28. Do you feel Israel should return _____ of the territory occupied in the 1967 war before any discussions towards a formal peace take place? (44 ___)
- a/ all
 - b/ some
 - c/ none
 - d/ no opinion
29. Do you think that the situation in the Middle East affects you personally? (45 ___)
- a/ yes
 - b/ no
 - c/ no opinion
30. Do you think that the alleged persecution of Jews in the Soviet Union and other countries is an _____ problem? (46 ___)
- a/ very important
 - b/ important
 - c/ unimportant
 - d/ irrelevant
 - e/ no opinion
31. What do you think is that main reason Israel is holding occupied territories? (47 ___)
- a/ they are a bargaining tool in peace negotiations
 - b/ Israel is an imperialist country
 - c/ they have strategic military value
 - d/ none of the above
 - e/ no opinion

32. Do you feel that Israel has a moral right to exist as a Jewish state? (48 ___)
a/ yes
b/ no
c/ no opinion

33. In general, how would you rate your feelings about Zionism? (49 ___)
a/ strongly positive
b/ fairly positive
c/ neutral
d/ fairly negative
e/ strongly negative

34. In general, how would you rate your feelings on Palestinian Arabs? (50 ___)
a/ strongly sympathetic
b/ fairly sympathetic
c/ neutral
d/ fairly negative
e/ very negative

35. In general, how do you feel about the tactics of Fatah and similar guerrilla movements? (51 ___)
a/ strongly positive
b/ fairly positive
c/ neutral
d/ fairly negative
e/ strongly negative

36. What bearing do you think the Nazi's attempt to kill all Jews during World War II has on the existence of a Jewish State today? (52 ___)
a/ great importance
b/ some importance
c/ little importance
d/ no importance
e/ no opinion

37. What is your year in school? (53 ___)
a/ freshman
b/ sophomore
c/ junior
d/ senior
e/ grad student

38. What is your scholastic area of concentration? (54 ___)

39. Approximately what is your grade point average? (55 ___)
a/ under 2.0
b/ 2.0 - 2.69
c/ 2.7 - 3.3
d/ 3.31 - 3.69
e. 3.7 - 4.0
40. What is your sex? (56 ___)
a/ M b/ F
41. Have you ever given more than \$10 to any philanthropic organization? (57 ___)
a/ yes b/ no
42. As best you can, how would you classify yourself politically? (58 ___)
a/ conservative
b/ moderate
c/ liberal
d/ radical
e/ apolitical
43. How would you classify your family's religious preference? (59 ___)
a/ Catholic
b/ Protestant
c/ Jewish
d/ Moslem
e/ other
44. In general, how would you classify your religious beliefs? (60 ___)
a/ very strong
b/ fairly strong
c/ have little effect on you
d/ have no effect on you

[REDACTED]

QUESTION BY QUESTION SURVEY RESULTS, CRITIQUES, AND
EVALUATION

This breakdown gives each question, total raw responses, the correct answer, and crosstabs by Jewish, highly favorable, neutral, and highly unfavorable attitudes. Comments on what a particular question showed, or what it was trying to prove, are added. For full questions and responses, refer to [REDACTED] *Sample Questionnaire*.

1. Travel in Israel. Total: Yes 9.1%, No 90.9%. Jewish: Yes 16%, No 84%. High Fav: Yes 17%, No 83%. Neutral: Yes 1.9%, No 98%. Unfav: Yes 0%, No 100%.

It is hard to figure if going to Israel is a cause or a result of liking it. One of the points this seems to bring up is that people who care enough to go come away liking it. The percentage of Jews in the survey who had been to Israel seems very high.

2. Travel in Arab Country
Yes: Total 5%; Jewish 5.3%; Fav 7.1%; Neu 5.8% Unfav 0%
No : Total 95%; " 94.7%; " 92.9%; " 94.2% " 100%

It is interesting to note that Jews who have visited Arab countries are in numbers above the total norm. Also of importance is that people with unfavorable attitudes have been to neither Israel nor any of the Arab countries; apparently their attitudes are formed in other ways.

3. Population of Israel (answers in millions)
- | | | | | | | | | | | |
|------|-----|-----|-----|-----|-----|-----|-----|-----|--------|-----|
| 0-2 | Tot | 11% | Jew | 16% | Fav | 22% | Neu | 15% | Unfav. | 50% |
| 2-4 | " | 31% | " | 41% | " | 44% | " | 20% | " | 12% |
| 4-6 | " | 9% | " | 8% | " | 6% | " | 14% | " | 10% |
| 6-8 | " | 7% | " | 6% | " | 5% | " | 10% | " | 9% |
| 8-10 | " | 9% | " | 9% | " | 10% | " | 9% | " | 9% |
| Over | " | 24% | " | 20% | " | 17% | " | 46% | " | 10% |

This question was designed to find out if people had any knowledge of the scope of the problem; only 31% knew the population within a 30% envelope. It is interesting to note that those hostile tended to underestimate the population, while Jews and those favorable overestimated it.

4. Arab Population percentage/1947

	Total	Jewish	Favorable	Neutral	Unfavor.
0-20	22%	21%	20%	27%	20%
20-40	34	38	36	28	10
40-60	30	30	31	30	30
60-80	11	10	10	12	40
80-100	2	1	2	1	0

This question was designed to test historical knowledge. The distribution of answers in all categories shows there is little specific knowledge. Again, unfavorable answers tend to overestimate the Arab population,

5. Jewish citizens of Arab countries

true	48%	52%	55%	44%	53%
false	52	48	45	56	47

Surprisingly, most people did not know the answer to this question. Again, this indicates the poor quality and quantity of Israel public relations.

6. Arab citizens of Israel

true	25%	18%	16%	43%	38%
false	75	82	84	57	62

The number of incorrect answers on this question was surprising. The unfavorable response shows the degree of misinformation concerning Arab affairs that we expected to find.

7. Religious Shrines open

true	53%	46%	44%	59%	38%
false	47	54	56	41	62

8. Palestinian Refugees are:

Original settlers	19%	18%	16%	16%	38%
Former residents	35%	40%	47	24	8
tribes	3	3	3	3	23
Jordanians	10	15	13	9	15
don't know	32	24	19	46	15

There are two important things here. First is the huge don't know factor; if Palestinians are in fact a major issue, a lot of people don't know much about what they are. Second is the number of unfavorable

attitudes who answered 'A'; this could be a result of the influence of Arab propaganda. Answer 'D' is a sort of trick-- if you knew what the Palestinians are but didn't read the question carefully, you might have picked that answer. It probably should have been reworded.

9. Date of Origin of Refugee problem

	Total	Jewish	Favorable	Neutral	Unfavor
1933	3%	2%	3%	3%	8%
1948	49	56	59	39	38
1956	6	6	9	3	8
1967	7	6	8	9	15
don't know	34	28	22	50	30

Again, the two important things are the number of don't know answers, indicating a limited historical perspective, and the number of incorrect answers from those neutral and hostile.

10. Refugee Citizenship

true	52	54	51	57	38
false	48	46	49	43	62

11. Arab Wages

Under \$1.	40	36	35	33	50
\$1-2.	43	46	46	50	41
\$2-5.	11	13	17	11	0
Over \$5.	3	2	2	4	9

This was probably the hardest question on the survey; giving the 1967 wage served as a guideline, but also may have influenced many answers. The important thing about this question is that nearly 40% of the total survey thought that Arabs were making less money now rather than more, implying they are worse off.

12. Arab travel in Israel

true	44+	51	51	25	7
false	56	49	49	75	93

Another example of misinformation among neutral and negative groups.

13. Arab travel in Egypt and Jordan before 1967

	total	Jewish	favorable	neutral	unfavorable
true	68%	70%	68%	66%	63%
false	32	30	32	34	37

14. Israeli Arab passage to Jordan

true	42	45	45	43	46
false	58	55	55	57	54

The poor response on this question is yet another example of bad Israeli public relations.

15. West Bank agricultural increase since 1967

10%	30	30	27	35	33
50%	42	40	42	44	25
100%	14	16	18	10	17
150%	10	10	8	6	25
300%	3	4	4	4	0

This question had the lowest number of correct answers of any. Besides misinformation, one reason for this is that students answering multiple choice questions tend to chose middle values when not sure of the answer. This question would have been much better if it had given an answer spread of less than/about the same/greater than. It is probably the worst question on the survey, although it does force a taker to realize that output has increased. This does add to the survey's educational value.

16. Responsibility for Arab refugees

Arabs	15	20	28	8	0
Israel	8	4	5	11	54
Both	51	52	50	50	15
US & USSR	3	4	3	4	0
don't know	21	19	14	27	38

The important thing about this question is that it shows that far more people blame the Arabs than the Israelis alone for the refugee problem, while most people see a shared responsibility. While the hostile reaction is predictably anti-Israel, few others seem to hold Israel alone responsible. Again, the don't know factor is much larger than anticipated. We expected the answers to be far more accusatory of Israel than the survey turned out.

17. Israeli aid to Jordan after the Civil War

	total	Jewish	favorable	neutral	unfav.
arms	10%	5%	5%	22%	8%
advisors	6	7	8	3	15
vaccine	6	7	8	5	0
food & med. sup.	39	42	39	34	30
nothing	39	41	40	36	47

I felt that Israel's humanitarian aid to Jordan was one of her most worthwhile and important gestures. That few people know about it is unfortunate, another public relations failure.

18. A kibbutz is a

state coop	35	35	33	36	54
member coop	58	61	62	55	31
military factory	2	1	1	3	0
private farm	1	2	0	3	0
	3	0	4	2	16

I thought this would be the most correctly answered question as kibbutzim are well known outside Israel, and serve as models for communes. Perhaps choice 'A' is misleading here.

19. Israel's government

dictator	3	2	1	9	0
military	5	2	3	11	0
one party	30	32	29	29	31
coalition	52	61	63	33	54
military/civilian	8	3	5	17	16

Most people seemed to have some idea what was going on here, which was something of a surprise. People seemed to have a better idea about Israel's internal government and affairs than anything else.

20. Immigrants absorbed in 1970

10000	19	16	14	24	25
25000	32	34	37	28	25
40000	28	29	30	32	33
75000	12	11	12	11	8
90000	8	9	11	5	8

21. Arabs in Knesset

	total	Jewish	favor.	neutral	unfavor.
true	39	41	46	27	23
false	61	59	64	73	77

There are in fact Arab members of Knesset. The large number of incorrect responses from unfavorable people is predictable, but the overall level is lower than expected. This was one of a series of questions about the position of the Arab in Israeli society. Correct answers were very scarce.

22. Current poverty level in Israel

0-20%	58	64	67	33	60
20-40%	20	20	17	26	10
40-60%	12	9	8	24	20
60-80%	8	4	6	10	10
80-100	2	2	2	6	0

My SPSS package program grouped into too few categories in this case, as there were a series of trends between 0 and 20%. This question was designed to see how widespread was the image of Israel as a wealthy nation. The actual answer is 19%.

23. Israeli tax dollar for defense

0-20%	6	5	3	10	16
20-40%	12	10	10	20	8
40-60%	21	23	20	18	8
60-80%	45	47	51	15	54
80-100	17	16	16	8	16

Giving the US tax percentage may have had an effect on answers here, but I wanted to give some idea of ranges by comparison. Most students understood that the actual amount was high, although, perhaps as a result of the tendency to pick central values when unsure, few students got the actual answer. This question was not entirely necessary.

24. Percentage of humanitarian needs through philanthropy

0-20%	22	18	14	27	36
20-40%	24	24	25	19	27
40-60%	23	25	27	21	27
60-80%	19	21	22	21	30
80-100	11	12	11	11	9

The bad public relations in this case can be blamed on the United Jewish Appeal. It is important that students

understand that UJA and related organizations do contribute 100% of Israel's social services; obviously, at the present time, there are few who do.

25. Free Arms from US

	total	Jewish	favor.	neutral	unfavor.
true	45	41	37	56	61
false	55	59	63	54	39

26. Attitudes about Israel

v. pos.	43	66
pos.	25	22
neutral	23	7
neg.	6	2
v. neg.	3	2

This was the most unexpected result of the entire survey. Attitudes were far more positive than we had ever imagined, and Jewish attitudes were overwhelmingly so. This led to a complete re-evaluation of the survey. It is possible that the pro-Israel bias of the survey influenced some of the answers. There is also a considerable difference between saying you're pro-Israel and doing something about it. Also, the lack of hostility in the total population was surprisingly small. While these results are not conclusive, they are a far different than we had expected.

27. Treatment of refugees

very fair	12	18	25	2	0
fair	40	50	54	21	0
unfair	18	10	6	18	85
no opinion	30	22	14	59	15

The reaction of unfavorables to this question was predictable; the rest was not. Again, this led us to believe that, unlike what we had expected, the Palestinians were not a very major issue.

28. Return of territory before negotiations

all	8	4	1	10	53
some	31	27	25	32	8
none	49	61	69	28	24
no opinion	12	7	6	29	15

This is another question where we thought most respondents would favor a return of territory before negotiations. While this is the case with the negatives, the rest of the population seems unaffected.

29. Personal effect of Middle East

	total	Jewish	favor.	neutral	unfavor.
yes	57	68	73	31	46
no	31	23	18	46	53
no opinion	12	8	7	26	0

The important thing about this result is that the number of people who think that the Middle East affects them personally is actually somewhat smaller than the number of people who are pro-Israel. This means that although many people were pro-Israel, some see no connection between it and them. This sort of passive commitment is of little use. As would be expected, neutrals see the least connection.

30. Importance of Soviet Jewry

very	43	58	60	23	38
important	42	39	33	47	15
not imp	4	4	2	8	8
irrelevant	4	2	2	3	38
no opinion	6	1	2	18	0

Soviet Jews got the most positive response of anything on the survey. Part of this may be in the questionnaire; from the wording, it is hard to come out in favor of persecution. The question is not well worded, although the results are worth careful consideration.

31. Reason Israel holding territories

bargaining					
tool	31	38	38	22	31
imperialism	3	2	1	3	23
military	32	29	30	33	31
value					
none of these	20	28	27	18	15
no opinion	9	5	4	24	0

This question was designed to find out how many people thought of Israel as an imperialist country. In terms of total numbers, very few did. The rest of the responses were fillers, and probably could be better worded. This question further underlies the whole Palestinian question as a nonissue.

32. Israel's right to exist as Jewish state

	total	Jewish	favor.	neutral	unfavor.
yes	81%	90%	93%	52%	16%
no	10	7	5	17	63
no opinion	9	2	2	31	21

These results, again, were far more 'yes' than we had anticipated.

33. Feelings about Zionism

v. pos	16	28	36	1	0
pos	25	36	33	77	0
neutral	45	26	28	75	38
neg	10	6	2	15	15
v. neg	4	3	2	0	46

This was one of the few questions that came out about as we expected it in terms of opinion distribution. Many students wrote on their forms "what is Zionism." Its running behind general attitudes shows the rejection of many traditional schools of thought while maintaining the end goal. We expected some correlation between anti-Zionism feeling and those who thought Israel was imperialistic, but apparently few knew or cared very much about either.

34. Feelings on Palestinian Arabs

v sympath	6	4	4	3	46
sympath	26	27	27	20	31
neutral	45	38	36	65	8
neg	16	23	23	11	8
v neg	7	9	11	1	8

This response disarmed Palestinians as a major factor in our program. It should be pointed out, however, that this was taken soon enough after last summer's hijackings so that backlash could be a major factor. As expected, those negative towards Israel were most positive towards the Palestinians. The 16% who were opposed to both were tempted to write off simply as anti-semitic bias. A problem in interpretation here is what affect survey bias might have had on response. However, the results are well in trend with questions 8, 9, and 10, which showed very little overall knowledge as to what the whole movement was about. I would be suprased if these figures held up at a school like Harvard or Wisconsin.

35. Feelings about Fatah

	total	Jewish	favor.	neutral	unfavor.
v. pos	5%	4%	2%	5%	46%
pos	6	4	3	6	23
neutral	26	18	16	49	8
neg	23	18	17	23	23
v. neg	40	56	61	17	0

Hostility to the Fatah was astoundingly high, especially in view of their high priced propaganda efforts. Two factors that may figure in this showing are the backlash against radicals in general following Kent State, and the specific BU backlash as a result of bomb scares during the fall. A loss of confidence may also be shown here, as it has recently become obvious that the Fatah have killed many times more Jordanians than they ever have Israelis.

36. Importance of Nazis on Israel

great	62	71	71	47	62
some	23	18	18	28	8
little	6	7	5	9	15
none	4	2	2	7	8
no opinion	5	2	3	9	8

This is the only question where there was not a major no opinion group. The quickest way I know to get money from Jewish adults is to mention Hitler; I wanted to see if the same held true with students. Many seem to think that the whole World War II experience has great bearing on the need for a Jewish state.

37. Year in school

freshman	19	20	21	14	30
sophomore	36	41	33	34	23
junior	29	28	31	35	23
senior	8	6	8	9	8
grad	7	7	7	10	15

The sample was not as evenly distributed as it should have been; there was difficulty getting seniors and graduate students to take the survey. Freshmen seem the most opinionated on this survey, and the most highly positive. 49% of freshmen surveyed were pro-Israel. Graduate students were least favorable; 36% rated themselves highly favorable. Sophomores had the least total factual knowledge, while juniors and graduate business students were by far the most often neutral. Figures given in the last 3 columns are percentage of total response attributable to that group.

38. What is your Major

	total	Jewish	favor.	neutral	unfavor.
Business	30	40	43	28	12
humanities	15	24	42	18	4
soc. science	13	22	50	11	5
phys. sci	8	9	48	10	3
other	32				

Figures in the last three columns show what percentage of majors was in that category. Survey is too heavily business oriented, as a result of one large sample taken in a junior marketing class. Interestingly, students in the social sciences are the most positive.

39. Grade point average

under 2.0	2	2	2	2	10
2.0-2.69	27	26	29	26	10
2.7-3.3	51	54	49	54	50
3.31-3.69	18	17	19	15	30
3.7-4.0	1	1	1	2	0

They always said grades looked like a perfect bell curve, but I never believed it until I saw the print out on this. Grades seem to run pretty steady, with no major attitude trends.

40. Sex

male	64	56	59	63	72
female	36	44	41	47	28

The sample came out heavily male, although random sampling was used. This is in part attributable to the large CBA junior sample. Women are disproportionately favorable.

41. Have you given more than \$10 to charity

yes	38	43	49	26	42
no	62	58	51	74	58

These figures do not imply an optimistic future for any major charity, as students do not seem into giving money away. Years of March of Dimes giving has brought about a dime-quarter mentality among students when it comes to philanthropy.

42. Political classification

conserv.	9	5	6	16	8
moderate	23	24	23	18	8
liberal	45	53	56	36	25
radical	10	10	7	10	33
apolitical	12	8	7	20	25

43. Religious preference		total	Jewish Favor.	neutral	unfavor.
Catholic	18%		7	35	18
Protest.	17		7	34	8
Jewish	55		82	17	33
Other	9		3	11	33

One of the most encouraging signs of the survey is that nearly 66% of all Jews surveyed rated themselves highly favorable. This is a good basic market to recruit all kinds of leadership and workers from. Again, its hard to eliminate the results of any bias, but the results are so positive it cannot be entirely because of the wording of the survey.

44. Effect of religion						
v strong	9	8	11	6	16	
strong	36	40	44	32	33	
little effect	38	41	36	36	8	
no effect	17	10	8	26	42	

This shows, as expected, the declining influence of religion among students.



VII. INTERPRETATION

If the results of the BU survey are at least a somewhat accurate reflection of the attitudes of the population as a whole, we obviously had made some errors in our attitude estimations.

Results were read in ten different breakdowns: raw results, Jewish, nonJewish, favorable towards Israel, neutral towards Israel, unfavorable towards Israel, strength of religious beliefs, major, grade point average, and by each testing group. In addition, permutations of the above (such as Jewish english majors, or Jews unfavorable to Israel) we also computed; in all, about 450,000 separate bits of information were analysed. The point of doing this in such detail is to see if significant trends develop, such as which group breakdowns knew more, if any majors were more or less favorable than other groups, the effect of religion on knowledge and attitudes, and so on. Five of these breakdowns are given in the preceding data statements; the rest did not reveal anything especially interesting. Of special interest were the following:

I. At the 10% confidence interval, Jews did not know significantly more than nonJews on over 60% of the factual questions. On the 23 factual questions, the average Jewish score was 14.5 correct; the average nonJewish score was 12.1 correct.

II. At the 10% confidence level, people highly favorable to Israel knew significantly more than those neutral or unfavorable on only 65% of the factual questions.

III. People highly favorable had an average score of 15.4; those neutral had an average score of 10.2; those unfavorable had an average score of 13.8.

IV. Attitudes about the Fatah were in all categories except unfavorable towards Israel far more negative or neutral than we had expected; there were few favorable responses, even from those designating themselves 'radicals'

V. Factual knowledge about the Fatah and the Palestinians was uniformly low, even among those who thought of themselves as pro-Fatah. While there were not enough questions on specific areas to make a break down meaningful, many seemed to know even less about the Palestinians than they do about Israel.

VI. While nearly all of those surveyed thought that Soviet Jewry was a major issue, there is little connection between seeing that need and doing something about it. While 85% of the total population (and 96.7% of the Jewish population) thought Soviet persecution an important issue, only 38% of the total population said they had ever given more than \$10 to any philanthropy. The Jewish figure was a marginally more respectable 43%, perhaps due in part to the presence of a somewhat effective UJA campaign last year.

VII. Women were far more favorable to Israel than men; although only 36% of those surveyed were women, 41% of those favorable to Israel were girls, and only 28% of those unfavorable were women.

VIII. Although those surveyed were very favorable to Israel as a group, a lesser number saw any personal relationship between themselves and the situation in the Middle East.

VIII. There was little difference in attitudes attributed to class, major, grade point average, or situation in which one took the survey.

These seemed to be the major points of interest.

Assuming that the survey is valid, one can draw several conclusions from the above.

The major conclusion that I draw is that, while anti-Israel propaganda is very visible on campus, it has not had much effect outside those circles that were anti-Israel to begin with. Instead, there seems to be a lot of a sort of non-directed pro-Israel feeling, not backed up with any degree of specific knowledge or action, and not encouraged with any

active curiosity.

The lack of interest in the political aspects of the Middle East is, in retrospect, not surprising, given the apolitical mood on campus this year.

There has been a massive failure by Jewish propagandists to even begin the kind of educational task that must be done to inspire some action out of the gut-reaction positive instincts we encountered. The lack of specific knowledge is astounding.

VIII. CONCLUSIONS

The conclusions I draw from this limited survey are somewhat encouraging.

- I. Although there is little Israel-oriented activity on most campuses, this may be due in part to a lack of acceptable programming, not because of lack of interest. At Harvard, for example, although only about 3% of the student body belongs to the major Jewish organization on campus, 2000 did show up on 3 days notice to see Abba Eban, and informal discussions have regularly attracted ~~40-50~~ 40-50 people. Thus, the basic mood would seem to be more of very passive acceptance rather than the somewhat active hostility we expected.
- II. The task of campus campaigns may therefore be slightly less complex than we had thought; rather than concentrate on complete opinion shifts, the campaigns must only learn to mobilize existing sympathetic feeling through education.
- III. It is necessary to immediately begin a massive educational

campaign on major campuses across the country, utilizing top Israeli and American speakers, written material, and interesting student-oriented films. This educational process is necessary to create the climate required for successful fund raising on campus.

