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הוועדה לחינוך יהודי של הסוכנות היהודית
THE JEWISH EDUCATION COMMITTEE OF THE JEWISH AGENCY

RESOURCE BOOKLET NO 2

Submitted by Nativ Policy and Planning Consultants

BACKGROUND DOCUMENTS

for

THE ISRAEL EXPERIENCE PROJECT: PHASE II - FROM DATA TO ACTION

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INTRODUCTION

This resource booklet -as its predecessor in June 1986- comes to share with the reader background materials for projects presented to the Jewish Education Committee and its Sub-Committees on the Israel Experience project and on Personnel for Jewish Education at their meetings in Jerusalem in February 1987.

As in the past, we are choosing to share with members of the Committees and with interested professional planning data, research instruments and background documents that have formed some of the basis for our proposals. By doing this we are inviting the readers to join the creative thinking process that will lead to changes and developments in the field of Jewish education and the use of Israel as an educational resource.

Most documents are presented in draft form and we ask the reader's indulgence for this. This booklet represents work-in-progress and is an invitation to join. None of the documents should be viewed or used as final.

The Resource Booklet represents an extensive collective planning effort undertaken between the end of December 1986 and February 17, 1987. Many people have contributed to the writing of the documents. I would like to thank in particular: Alan Hoffman; Noa Barkan; Ami Bouganim; Israel Maizel; Prof. Moshe Kerem; Dr. David Mittelberg; Linda and Steve Schaffzin; Zeev Mankowitz; Rabbi Lee Diamond; Haim Mayerson and Dr. Jacob Ukeles.

Annette Hochstein
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AMERICAN JEWISH
THE ISRAEL EXPERIENCE PROJECT
Phase II: From Data To Action



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Introduction

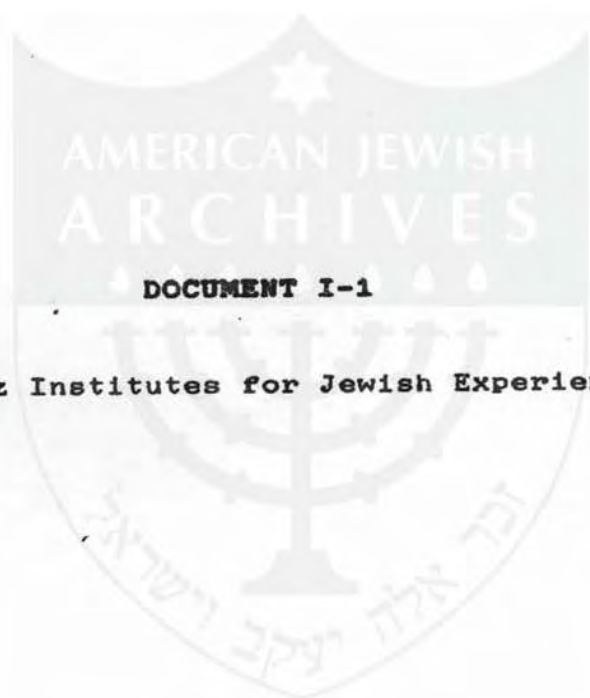
The Israel Experience Project has as its goal to bring about the development of educational programs in Israel for visitors from the Diaspora. The project was begun in early 1985 as a research project aimed at finding out whether there is a potential for increasing the number of participants in such programs and whether the impact of programs could be increased. In June 1986, a summary report was presented to the Jewish Education Committee answering these two questions in the affirmative.

The committee decided to undertake the translation of the findings into recommendations for action. This is Phase II of the Israel Experience Project "From Data to Action."

The documents that follow provide background material for the progress report of February 1987 and include:

- 1) A detailed proposal, designed together by representatives of Oren and Nativ, of the new Kibbutz Institutes for Jewish Experience.
- 2) A proposal for the production of a newsletter and other material to be circulated amongst youngsters who will be participating in the experimental summer programs of the Youth and Hechalutz.
- 3) A detailed schedule of the daily program for the three Youth and Hechalutz experimental summer program.
- 4) A detailed proposal for the vacation villages, including a consideration of the economic feasibility of various implementation options.

THE ISRAEL EXPERIENCE PROJECT - PHASE II



Kibbutz Institutes for Jewish Experience

OREN

Jewish Education
and the Kibbutz Experience

A PROPOSAL FOR THE ESTABLISHMENT OF
KIBBUTZ INSTITUTES FOR JEWISH EXPERIENCE

AMERICAN JEWISH
ARCHIVES

SUBMITTED TO

THE SUBCOMMITTEE ON THE ISRAEL EXPERIENCE PROJECT
OF
THE JEWISH EDUCATION COMMITTEE
OF THE JEWISH AGENCY

Submitted by
PROJECT "OREN"
ORANIM FEB. 1987



ORANIM

UNIVERSITY OF HAIFA - SCHOOL OF EDUCATION OF THE KIBBUTZ MOVEMENT

Introduction

Of the many excellent ideas which have been considered both in the Kibbutz Movement and in discussion with Nativ Consultants and with Professor Seymour Fox, Senior Consultant to the Jewish Education Committee of the Jewish Agency, we propose to concentrate in the first stage of our efforts on improving and increasing the scope and effectiveness of the Israeli Experience in the kibbutz as discussed in the following pages.

It is proposed to establish a series of Kibbutz Institutes for Jewish Experience. These Institutes, located in kibbutzim, will be fundamentally changed versions of what have come to be known as kibbutz ulpanim for the study of Hebrew (various programs operated in kibbutzim by various movements under a variety of names have built upon the basic "ulpan" framework).

We have asked ourselves a number of questions:

What is the best way to improve the effect of contact with the kibbutz as a factor making for long-term Jewish commitment?

Of the 20,000 young people who visit kibbutzim annually from one day to a year on a variety of programs, including some 3,000 participants in kibbutz ulpanim - which type of program should we start with as a lever for improvement?

What is there about a stay in kibbutz which, if we "work it right," is to be found only in a kibbutz, is attractive to young people and can be used consciously as an educational factor?

The answers we came up with were the following: the kibbutz is a "holistic" environment - where one can integrate intellectual study, emotional experience and actual behavioral interaction - thus addressing all of these three elements making for possible commitment. Furthermore, because it is a complete way of life, it enables the participant to enter these

areas beginning with his own point of interest - whether it be work, sport, music, dance, politics, or academic study.

This possibility, and the research available, supports the assumption that long-term commitment correlates with kibbutz programs which were relatively successfully implemented. This does not necessarily happen in every kibbutz or in every program.

What goes wrong in unsuccessful frameworks and what can we do to ensure their success?

What type of program should we begin with? We have chosen to establish the Kibbutz Institutes for Jewish Experience (and the change in name is deliberate; it represents a change in educational approach) because the length of the ulpan-type program is suitable - a minimum amount of time is needed for educational effectiveness - because a significant and successful change of four such programs will positively affect all kibbutz ulpanim.

The proposal itself is contained in the following pages.

Kibbutz Institutes for Jewish Experience

I

The major changes in the motivations of young people attending kibbutz ulpanim call for a gradual changeover of the ulpan system to a system which we have called Kibbutz Institutes for Jewish Experience.

Our reasons for proposing new models for this system are based on the following critique of the existing programs:

- * Most participants drawn to the kibbutz view their stay in the kibbutz as an opportunity to get to know Israel and the kibbutz from the inside, exploring questions concerning the State of Israel as a Jewish

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country and the kibbutz as a social vision.

* Most of the participants, even those most anxious to study Hebrew as a language, are deeply interested in general subjects which can only be dealt with adequately in their mother tongue.

*These critiques make it necessary to rethink the kibbutz ulpan system, basing it on the following principles:

- (a) The creation of a variety of programs with each program specializing in a specific area, aimed at a specific target population.
- (b) The specialization of such programs could turn them into frameworks which combine a stay on a kibbutz with an emphasis on a specific area of Jewish experience. In any case, the study of Hebrew would be an important element in the program of every institute, no matter what its area of specialization.
- (c) Academic supervision will be provided for every program either by academic institutions of the kibbutz movement, or by other institutions of higher learning in Israel. Academic supervision is important because it contributes to the image of the program both in Israel and abroad, and because it would encourage kibbutz members looking for academic challenge to participate in the program, as a part of the staff. Israeli academic supervision will make it easier to negotiate with institutions abroad in order to assure academic credit for participation in the program.
- (d) The Institutes are envisioned as a "holistic" combination of formal and informal education in which the program consciously integrates all the elements of the students' stay in the kibbutz including, of course, the element of actual work in the kibbutz.

Various Models

A. The General Kibbutz Institute for Jewish Experience

This is envisioned as a multi-faceted program open to participants not opting for a program with a specific emphasis.

* Size. The group in each kibbutz will number 60 participants.

This is not an arbitrary number but has been chosen after weighing such considerations as: division of classes according to levels, the absorptive capacity of the kibbutz, the creation of group cohesion among the students, etc.

* Length. The optimum period for such a program is one university semester, i.e. 3 to 3 1/2 months.

* Operation. Several options will be offered, according to the circumstances of each kibbutz:

- (i) Four hours of study and four of work each day.
- (ii) Three days of study and three of work or, combinations of the above.
- (iii) The program will be made up of:
 - (a) a period of orientation at the beginning
 - (b) a formal teaching component
 - (c) a program of trips, educational workshops
 - (d) a program of interaction with the kibbutz itself on various levels
 - (e) an individually tailored program for each participant

The above elements are dealt with in detail in the following pages.

B. Specialized Models

Both in the general model and in the specialized models, in addition to the study of Hebrew, the formal program will include courses dealing with

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a variety of subjects and areas in the mother tongue of the participants. In the specialized models, this will include a concentration and emphasis on a specific area based on the preference of the participants and the expertise and resources of the particular kibbutz.

All this will be with the creative support of project "Oren" (and, of course, in coordination with the ulpan section of the Aliya Department of the Jewish Agency and the Department for Adult Education of the Ministry of Education).

The list of models which follows is a tentative one. Nonetheless, it represents a great deal of thought and consideration:

(i) Kibbutz Institute for Jewish Experience - Advanced Hebrew.

This institute would be designed to provide the kind of mastery of Hebrew which is over and above what is ordinarily expected at the graduating level of kibbutz ulpanim heretofore.

The idea would be to teach the various levels of Hebrew knowledge aiming at people who wish to be able to use the language for more than day-to-day communication. Courses on other subjects will be given in Hebrew. A special effort will be made to use advanced methods of teaching the language.

Even in this model, we feel it is important to provide elements of the program in the mother tongue of the participants (English, French, Spanish) and a full complement of all the other activities detailed in the following pages which, hopefully, will make these institutes different from the kind of ulpanim which have been conducted up to now.

(ii) Kibbutz Institute for Jewish Experience - the Meaning of Jewish Identity.

This model will relate to the varied levels and varieties of

Jewish culture and philosophy in the broad sense, and it will explore the options open to people searching for meaningful Jewish identification in today's world. This will be done through a combination of formal study and a dialogue with young Israelis interested in the same questions, with special emphasis on the way such young Israelis view their life in kibbutz as an expression of Jewish identification--openly facing the problematics involved.

This model will perforce necessitate a great deal of support and creative programming coming from the central group of project OREN.

- (iii) Kibbutz Institute for Jewish experience - Performing and Plastic Arts.

This model, in addition to emphasizing the basic elements common to all the institutes will offer the opportunity to experience Israeli music, dance, painting, sculpture etc., together with young kibbutz people interested in the same areas.

- (iv) Additional models to be introduced as they are readied.

1. A model emphasizing the kibbutz itself as a social experiment in the context of similar experiments, historically, worldwide.
2. Land of Israel studies. The idea would be to combine nature study, archaeology, history, and present-day reality in an integrated program based on hiking and personal experience combined with an academic understanding. This is an area in which the kibbutz has traditionally developed a specific approach and upon which the Field School program of the Society for the Study of Nature in Israel is based.
3. A model based on exploring the interrelationship between the

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kibbutz and its surrounding environment, moshavim, development towns, regional industry etc., and in this manner studying the problematics of present-day Israeli society.

The development of the various models, the training of staff, and the continuing assessment of feed-back, will necessitate the establishment of a number of teams composed of experts in the various fields, in addition to suitable educationalists.



II

The Interaction of the Participants with the Kibbutz

The success of the program depends on the absorption ability of the host kibbutz, in other words, on its capacity to transform the stay of the participant into a genuine educational (and spiritual, if you will) experience. It is this calculation which will influence the choice of kibbutz for the project.

The involvement of the participant in the social and cultural daily life of the kibbutz, over and above the formal program is the key to the educational impact of the program. The components of this day-to-day experience are many and the project proposes to deal with them both specifically and as a whole. These components--work experience, social life, and cultural activity--require special attention. If successful, they add depth--if unsuccessful--may result in distancing and alienation.

The Work Component

Work, in a society which defines work as a principal criterion of creativity and commitment is often the real entry-ticket to kibbutz society. Making work an enriching experience required defining the work-obligations of participants which relate to their expectations and prevent feelings of alienation and even "exploitation" which may occasionally develop.

A kibbutz which joins the program will be required to provide the kind of work-experience which is real (together with kibbutz members, proper guidance, sharing responsibility, etc.) and undertake to place participants in "service" occupations (dining hall, etc.) in a proportion no greater than that of the members of the kibbutz itself engaged in such an activity.

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These operational principles are aimed at creating the conditions which will enable the participant to become an active partner in the activities of the kibbutz and to engender a feeling of belonging to kibbutz society. Working together with members provides a real meaningful opportunity for this to happen.

The Social Component

Family Adoption

A condition for placing an Institute in a specific kibbutz will be the kibbutz undertaking to have kibbutz families "adopt" participants, after an initial period of two to three weeks.

Such families will participate in background and "enrichment" sessions sponsored by project OREN both in and outside the kibbutz.

Meetings with Peer-Groups

These are not to be left to "chance." Kibbutzim for the project will be preferred (among other criteria) if they have a significant number of their own children or an age-level equivalent to that of the participants and will undertake to sponsor joint activities including organized participation in and outside the kibbutz based on dialogue concerning the meaning of Jewish commitment for both groups, enabling the participants to "break through" the reticence of kibbutz young people to commit themselves to friendship with "group after group."

The Cultural Component

A conscious planned program for participation in the cultural life of the kibbutz and, through the kibbutz, of Israel itself will be made - sports activities, music and dance, holidays, hiking, both on a local and

inter-kibbutz level - as well as activities sponsored by Project OREN.

III

Activities Outside the Kibbutz

The Institute program is not just kibbutz-oriented. It is Israeli-oriented. For many, the possibility of learning about both Israel, both as a country and as a possible future home, is a source of motivation and curiosity. The Institute program will, therefore, include elements connected with experiencing Israel and its people.

(a) Trips and excursions The program will include:

8 days of full-time travelling and an additional five half-day learning excursions spaced over the 3 1/2 months. The groups will be accompanied by group leaders and professional guides. The places and projects to be visited will be connected with the educational program, and aimed at getting as wide a picture of Israel as possible.

(b) Seminars in the participant's mother tongue.

Part of the program will consist of two seminars of one to three days organized centrally by project OREN. This will be in cooperation with any one of the following institutions.

- * The Center for Study of the Kibbutz in Foreign Languages, at the Kibbutz Seminar in Ef-Al.
- * The Kibbutz Artzi Seminar at Givat Chaviva which specializes in secular Judaism, Jewish-Arab relations, and labor values.
- * The Educational Seminar of the Religious Kibbutz Movement,

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at Ein Tzurim.

- * The seminar center of the Reform Movement at Kibbutz Yahel.
- * The seminar center at the Ghetto Fighters' Museum at Kibbutz Lohamei Hagetaot.
- * Bet Alon - the educational museum for the history of settlement in the Galilee, at Kibbutz Ginossar.

The content of these seminars will be coordinated with the program of each institute. Mobile teams from each center will visit the Institutes in the kibbutzim before and after the seminars.

(c) Regional and national gatherings of participants in various Institutes in different kibbutzim will be organized two or three times during each term.

IV

Personnel

The project OREN will assume responsibility for the quality of personnel, both on a local and national level.

The staff of each Institute will consist of: an educational director, an administrative director, a student advisor, a house-mother, and the teaching staff, according to need.

Appendix 1

Orientation

It is our opinion that in view of the differing motivation and expectations of the various participants in such heterogeneous groups,

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pre-program orientation is critical. Project OREN will sponsor personal advising abroad, through the offices of the kibbutz movement (as well as through the channels which will, hopefully, be developed by the Committee for Jewish Education of the Jewish Agency).

The program will also include three or four days of orientation in Israel for the participants all over the country, where an attempt will be made to explain, guide, provide information, and try to align aspirations with reality.



THE ISRAEL EXPERIENCE PROJECT - PHASE II

DOCUMENT I-2

Newsletter for Israel-bound High School Youth

for

Experimental Summer Program

Youth & Hechalutz Dept.

Schaffzin & Schaffzin

I2

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37 Overbrook Parkway
Overbrook Hills, PA 19151.
215/896-8599

Proposal for Experimental Pre- and Post-Programming A Newsletter for Israel-bound High School Youth

Linda Schaffzin



Schaffzin & Schaffzin

Proposal for Experimental Pre- and Post-Programming: A Newsletter for Israel-bound High School Youth

Linda Schaffzin

Assumptions

This proposal is based upon two assumptions:

- (1) PREPARATION for a trip to Israel can enhance and intensify the experience, and
- (2) FOLLOW-UP is necessary in order to re-inforce the experience, give it depth and meaning, and enable it to have an impact on the life of the participant.

Goals

Our goals for the preparation are three-fold:

- (1) to help create excitement about Israel and the trip,
- (2) to prepare the participants for more careful looking, and
- (3) to reassure parents and help involve them in their children's experience.

We also feel that some attempt should be made to create the possibility for communication between participants in the group, even if it is just to develop a recognition factor via biographical data, before they meet for the first time in New York.

Our goals for the post-trip experience are also three-fold:

- (1) to maintain the "high" and the sense of *hevrá* of the group,
- (2) to provide some in-depth material that will give more substance to the participants' experiences in Israel, and
- (3) to provide a guide to other possibilities for travel, study, work or life in Israel.

It is our belief that the newsletter/magazine format, when defined as **a mailing that informs and entertains**, is appropriate for these goals.

- * We are working with a group of youngsters who will come together from locations around the United States, yet by using the mail we can bridge the geographical gap quite inexpensively.
- * Alexis de Tocqueville characterized the American press as an important factor in uniting the Colonial community by dropping the same thought into a hundred minds at the same time; we can do just that with a newsletter, thereby encouraging the connection and maintaining relationships that develop between participants.
- * By coming directly into their homes, through a medium that has both prestige and value in their eyes, we are saying that each one of them, and their participation in the Israel tour, is important. And because newsletters enter the family setting, the possibility exists that parents may dip into them, thereby creating a shared experience within the family.
- * The newsletter by nature is a fluid medium that can change and respond to needs, interests, and events, intensifying the impact on its readership.

Pre-Program Material:

I. Questionnaire

A. As soon as a youngster signs up for the trip, we propose to send out a letter and questionnaire that will survey interests, background and expectations for the trip. This will give us information to help frame the contents of *all* future newsletters, but we also hope to use it to create connections (and ideally, even communication) between participants of like mind. For example, if there is a participant who is enthusiastic about photography, he may benefit from knowing that there is another camera enthusiast on the trip. Minimally, this kind of information will make the unknown, i.e., other youngsters on the trip, a little less unknown.

B. When we have all the participants' names and addresses, we will immediately mail out a postcard showing the trip mascot or logo and asking the participant to watch for the first issue of the newsletter during the coming week.

C. Newsletter #1 (the following is tentative, because we feel the contents of the newsletter should be arrived at in concert with the trip coordinator in light of the needs of the program and its participants) -- Suggested Contents:

1. Preparing for the trip: instead of the usual mimeographed list of clothes, etc. we propose to give them all the necessary information in context, i.e., why will they need sweaters in Israel in the summer -- because Jerusalem is situated in the Judean hills where the weather is...etc.

2. An article discussing the positive aspects of security in Israel -- perhaps featuring an interview with an El Al check-in person).

3. Trivia quiz about Israel.

4. Trivia relating to the participants, e.g., about their cities of origin, names, etc.

5. A Cartoon -- we propose to create a comic cartoon figure that will appear in all our publications. Perhaps the character will become the mascot appearing on paraphernalia we hope to create, e.g., tee-shirts, luggage tags, etc.

6. Advice column prepared in conjunction with a psychologist

7. Personal care column (e.g., skincare, haircare, etc. in Israel!)

8. "Faces in the News" quiz

9. Music in Israel -- perhaps an article about Reshet Gimmel or American rock stars who will be in Israel this summer

10. Camera tips

11. An article highlighting modernity of Israel (e.g. the high tech firms such as Elscint or Scitex)

12. An article highlighting religion in Israel -- perhaps about JNF lands, and agricultural halachot as they are observed on the Kibbutz.

13. An announcement featuring creation of the Speakers' Bureau (see below)

14. "Call for Entries" for participants' photo and writing contest.

15. By this time we hope to have information that will enable us to connect participants with like interests. We propose to highlight some kids in the newsletter, but also to include in each envelope a list of the group, etc.

Please note: We realize this list is rather long for the 11 x 17, 8 page format we are projecting; it is, however, just a tentative menu of ideas.

D. Newsletter #2 will not be a newsletter at all, but a trip diary that we will create for the participants.

1. Format: 5-1/2" x 8-1/2", 112 pp. + cover, metal spinal binding, most pages will be black ink with some second color throughout.

2. There will be four versions, one for each group, including a map with the group's itinerary listed and marked.

3. 42 calendar pages for participants' notations (roughly corresponding to the number of days of the tour):

2 pages: addresses and phone numbers of group

2 pages: entry forms for contest (see above and below)

1 page: group profile

4 pages: autographs

1 page: money in Israel

1 page: phone calls and mail

1 page: emergency information

2 pages: vocabulary

Post-Program Material

A. September Newsletter #1 - 12pp., 11"x17", self-mailer

1. Reminder about contest with deadlines.
2. News of participants (using reply card to gather news?)
3. In-depth articles on places the kids visited.
4. Trivia quiz
5. Comic strip
6. Advice column
7. Article on other Israel trips, e.g., interview with college student in Israel, Kibbutz volunteer, etc.
8. Article on trip: summary, highlights, interesting events, etc.
9. Israel in the News
10. Recipe
11. Reply card — circle to receive information on (e.g., Jerusalem Post subscription; gift catalogues of Israeli items; subscription to Eretz Magazine; information from Hebrew University, TAU; other WZO trips)

B. Late November Newsletter #2

1. 2-color cover - 16 to 24 pages
2. Full-color post cards, bound in, using winners of photo contest
3. Examples of writing and drawing winners
4. More information on other trips, and college in Israel.
5. In-depth article on a subject of substance
6. Puzzles
7. Israel in the News
8. Article on AIPAC (interview with former one-year program participant now working with AIPAC).
9. Recipes
10. Hobbies

11. Advice
12. Cartoon
13. Stamps/Coins -- how to collect them in America
14. Article on Hanukkah
15. Focus on Israeli personality
16. Focus on Howie Lasoff-type personality
17. Survey or poll
18. Reply card (see above)

C. Newsletter #3 (mid February ?)

1. Full-color poster -- ideally we should create our own, but in order to minimize costs, we could find an existing poster, e.g., El Al or Haganat Hateva.

2. We will print newsletter text on the reverse of poster. Less copy, but more newsy. Presuming there is a reunion in December, news of that plus update on some of the issues we have covered; news of kids; results of poll.

D. Newsletter #4 (April - optional)

The need for a fourth newsletter would be determined by the direction of the program, i.e., how long do you want to keep in contact with these children. Their desire to stay in touch could be determined by a post-card asking them to pay for a subscription to next year's newsletters (i.e., Keep me on the mailing list), or their use of the Reply Card to receive additional information.

Additional Suggestions

We feel during the year after their trip, each group of travelers could be used to recruit new participants, but leaving it up to random word-of-mouth recommendations is inefficient. We suggest

that participants be selected to form a Speakers' Bureau in his or her community for the Program. A slide presentation will be provided to each person. We can combine the Speakers' Bureau and Newsletter needs by hiring a photographer to do both color slides and black and white shots of the groups. One to two weeks with the groups would probably suffice. Needless to say, quality work is vital. The coordinator should contact the local Jewish press to have participants featured or interviewed. Then the *shaliach* or coordinator should set up speaking engagements for the participant. The participant should be made to feel important to the cause, and responsible in some part for its success.

The newsletter can be a vehicle to provide new material for the speakers, and news of their experiences and successes. Perhaps we can look for a way to credit participants with each new participant they bring in, and offer some subsidy against the participant's future travel to Israel.

A logical extension of this thought might be to recycle as many participants as possible into a second, more sophisticated trip, built on the experience of the first trip and occurring a year or two later.

We propose an exhibit, at the reunion, of the photography and writing of the participants, assuming there is a reunion, in December following the trip.

THE ISRAEL EXPERIENCE PROJECT - PHASE II

**AMERICAN JEWISH
ARCHIVES**

DOCUMENT I-3

Daily Program for Summer Tours

for

Experimental Summer Program

Youth & Hechalutz Dep.

YOUTH AND HECHALUTZ DEPARTMENT
EXPERIMENTAL UNIT
SUGGESTED PROGRAM*

6/7-14/7 = "In Jerusalem: Early history of the Jewish people"

The first week will be devoted to a general review of early Jewish history—from the Patriarchs to the Destruction of the 2nd Temple.

Monday, 6/7		Opening Program	Aids
8:30-10:30	Technical Arrangements Bank, Post Office, etc.	Participants divided into small groups, with guides. Orientation vis-a-vis Israeli public services. How?	
10:30-12:30	Getting Acquainted	Participants with participants, participants with guides. How?	
12:00-13:00	Presentation of program	Presentation using slides, maps, etc., stressing behavioral patterns desirable for success of program. How?	
14:00-16:00	Rest and/or swimming	Guides free for personal talks with participants.	
16:00-18:00	Character of new city	4 groups that visit: 1) Meah Shearim, 2) Ben-Yehuda Mall onairs? 3) Zichron Moshe, 4) an elegant neighborhood. Surveys	
18:00-19:00	First Impressions	Summary of visits to different neighborhoods - in Gan HaAzmaut	
19:00-20:00	Festive supper in town	Preferably in downtown restaurant	
20:00-21:00	Walk on Wall from Jaffa Gate to Zion Gate		
21:00	The Western Wall		
21:30-22:30	Summer night in Jerusalem	All together, for example for Ice Cream on the Mall	

*This sample program is a proposal. Its final form will be worked out by the project's steering team and the group leaders. Participation of the group leaders in shaping the program is important in ensuring their commitment to the program's successful implementation.

Tuesday 7/7 "In the Footsteps of
the Patriarchs"

10:00-10:30	Ulpan	The alphabet and some useful words. Why? How?	Lexicon?
10:30-11:30	Visit to "Cave of the Ancestors" & Bethlehem (or visit to Tel Gezer)	Purpose to discuss patriarchs, stressing monotheism	Readings?
12:00	Jerusalem from Observation point	Armon Hanatziv lookout, stressing importance of Mt Moria & Sacrifice of Isaac	
12:30	Lunch in Jewish Quarter		
13:30-16:00	Visits to "Jewish" Institutions	4 groups visit: a) Yeshivot b) charitable institution. c) workshop for religious artifacts. d) _____ Visits intended to clarify basic concepts in Judaism e.g.: Torah, Mitzva, Tfilin, etc	selecting Institutions
16:00-18:30	Free time	What guidelines to give for free sight-seeing in J-m? Basic security measures	
18:30-19:30	Summarizing visits		
19:30	Supper at Hotel		
20:30-21:30	Learning songs + group games	Teaching songs intended to create a choral group	song-books

Wednes. 8/7 Period of the Kings

8:00-8:45	Introduction & Ulpan	Explanation of transition from time of Patriarchs to time of kings	
9:00	Archeological digs + City of David + Silwan Spring		
13:30	Lunch		
14:30-15:30	Mt. Zion, David's Tomb	Is this of interest? If not, what instead?	
15:30-18:30	Reception in Community Center - acquaintance with young Israelis	For contact with 10th, 11th and 12th grade Israelis and to prepare lists of pupils interested in contacts with young Jews abroad	
19:00	Supper with Israeli peers		
21:00	Small Israeli-American groups in town together		

Thurs. 9/7 Second Temple Period

- 8:00-8:30 News of day & Ulpan News intended to rouse interest and involvement in events in Israel. News-papers distributed on this occasion only
- 9:00-15:00 Holyland, Temple Mt. Cardo, Jewish Quarter etc (box lunch)
- 15:00-18:00 Visiting the market in small groups
- 19:00 Supper
- 20:00-22:00 Sing-song & dancing Review of songs learned & learning folk-songs

Fri. 10/7 "In the Footsteps of Yochanan ben-Zachai"

- 8:00-8:30 Introduction: from Ritual to Law (Halacha)
- 9:00-12:00 Preparations for Shabbat
Small groups visit typical J-m neighborhoods, including religious & charitable institutions
- 12:00-13:00 Summarizing the visits
- 13:00 Lunch at educational institution: e.g. Yeshiva
- 14:00-15:30 Discussion - meaning of the Shabbat
- 15:00-18:00 Preparations for Shabbat
- 18:00 Going in small groups to synagogues in center of town (Great Syn., Conservative Synagogue, Bucharan Syn. etc.) Possible substitution: prayer at Western Wall
- 20:30 Festive meal
- 22:00 Social activities (games, birthdays, etc.)

11/7 Shabbat in Jerusalem

- 9:30-10:30 Breakfast
- 10:30-12:00 Study: Portion of the Week Using study of Portion as general introduction to evolution of Jewish-religious creativity

13:00	Lunch	
14:00-17:00	Pool or rest	
17:30-20:00	Visit in groups to institutions or families for supper	
21:00	Concert + Discoteque	Investigate concerts available in city

Sun. 12/7	The Great Revolt	Two-day trip to Judean desert
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02:00	Departure for Massada in Commandcars. Hiking up Nahal David. Swimming in Dead Sea. Overnight in Bedui tent.	Yoram Roded
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Mon. 13/7	Nahal Pratzim - trip in commandcars + return to J-m toward evening	Requires planning with commandcar company. Examine possibility of climbing peaks
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Tues. 14/7	Emergence of Christianity	
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9:00-9:30	Review of development of Christianity	
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10:00	Visit to Bethlehem-Church of the Nativity	
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11:00	Via Dolorosa+J-m churches	
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13:00	Lunch in Old City	
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14:00-15:00	David's Tower to summarize J-m visit and watch Sound-and-Light show. Into city	
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15:00-18:00	Free	
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18:30	Supper	
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19:00-21:00	Preparing party to receive young Israelis	
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21:00-23:00	Party with Israelis	
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End of stay in Jerusalem

15/7-23/7	North of Country: from Exile to Rebirth	
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Wed. 15/7	Talmudic Period	
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8:00	Beit Shaan, Beit Alfa, Sachna or Ein-Harod, Beit Shaarim, Safed (box lunch or lunch at Ein Harod)	Overnight at Safed or Tiberias
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Thur. 16/7	"Period of Kaballa+start of settlement in Eretz Yisrael"	
8:00-10:00	Visit to Safed Jewish Quarter & Meron	
11:00	By foot to Rosh Pina	
13:00	Lunch at Rosh Pina	
14:00	Tour of Rosh Pina Kinneret Cemetery -summary at Rachel's grave	To be coordinated with Rosh Pina tour center, for group
Evening	Nighttime swim & dancing in Tiberias	Overnight in Tiberias
<hr/>		
<u>17/7</u>	<u>"Development of settlement in Galilee"</u>	Program of settlement visits to be coordinated with Beit Alon
		Overnight at Ginossar or Kfar Blum
<hr/>		
<u>18/7</u>	<u>Shabbat in a Kibbutz</u>	Coordinate program with Kibbutz Ginossar through Beit Alon including tour of Kibbutz, being hosted by families, etc. (or Kfar Blum)
	Night boat-ride on Lake Kinneret with kibbutz peers	
<hr/>		
<u>Sun. 19/7</u>	<u>Defending the Yishuv</u>	
8:00	Tel-Hai, Dan Reserve, Golan Ilavon, Katzrin..(box lunch)	Re-examine this tour, construct it carefully
Evening	Luna-Gal	Overnight in Tiberia
<hr/>		
<u>Mon. 20/7</u>	<u>Kinneret - "The Reservoir"</u>	Visit sources of the Jordan as far as possible.
Morning	Tubes at Sdeh Nehemia for floating on the Jordan	
Afternoon	Visit to nat'l water conduit, Hurshat Tal or Banias (for Box lunch). Tiberias Hot Springs	
Evening	Summary of Galilee tour	How?
<hr/>		
<u>Tues. 21/7</u>	<u>The Kinneret - "Natural recreation center"</u>	
	Recreational activities in small groups	A free day with various possibilities offered

Possibilities

-Kayaks on Golan shore	"
-Horse-back riding at Beit Yerah	"
-Water-sports (ski, wind-surfing, etc.)	"
-Tour of Tiberias	"

Wed.22/7 "The Holocaust"

Morning	Study tour of Kibbutz Lochamei Hagetaot	To be arranged with Lochamei Hagetaot
	Lunch in Acco	
Afternoon	"Struggle for Independence" Visit to Acco Fortress + Old City	
	Swimming	
Evening	Rothschild Center or Beit Geffen	Investigate available cultural events in Haifa
		Overnight in Haifa

Thurs.23/7 Struggle for Aliya

Morning	Museum of "illegal" aliya, Absorption Center	
	Lunch at Absorption Center	
Afternoon	a) Minorities in Israel guests of Daliat el-Carmel	In both cases tour should include: a) in first case: visit to Daliat el-Carmel, meeting with local youth at community center, being hosted by youth etc. b) in second case, visit to Ein Hod, meeting artists, etc

24/7-25/7 Guests of Families

Considered a free Shabbat for participants to visit relatives & acquaintances in Israel. Those without specific addresses to be hosted by Moshav families or young families they met in Jerusalem.

26/7-1/8 Stay in Center of Country
 "Foundation of State"Sun.26/7 Declaration of Statehood

9:00-11:00	Intermission-discussion of program	Meant to encourage criticism or comments
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11:00-13:30	Visits in small groups to museums	Ben-Gurion's home. Hagana museum. Bialik's home. Beit Jabotinsky, etc.
13:30	Lunch at Migdal Shalom	
14:30	Lookout from Migdal Shalom Tower	
15:30-18:00	Swimming in Mediterranean - free in town	
18:30	Supper	
19:30-20:30	Summary of Museum visits	
21:00	Show: "Experiencing Israel"	
	Jaffa at night	

<u>Mon. 27/7</u>	<u>Urban Settlement</u> <u>From Village to City</u>	
	Zichron Yaakov, Ramat Hanadiv, Caesaria (visit & swim)(box lunch)	Amorphous program: to cancel?
	Supper - Natania	
Evening	Natania	

<u>Tues. 28/7</u>	<u>Development & Aliya</u>
Morning	2 groups: first tours Rehovot, second the Aeronautics industry
13:00	Lunch
15:00-18:00	Small groups visit typical neighborhoods, interview veteran immigrants from different countries of origin
18:30	Supper
19:30-20:30	Summary of day
20:30	Free

<u>Wed. 19/7</u>	<u>Israel-Diaspora</u>	
9:00-9:30	News of day & discussion	Distribution of Newspapers
10:00-13:00	Beit Hatefutzot (Diaspora Museum)	Summarizing of entire stay
13:00	Lunch at Tel Aviv Univ.	
14:00-16:00	Yarkon Park - Rowing	
17:00-19:00	Visit to Youth Villages: Kfar Mosenson, Kfar Yarak, Eynot	Find village with summer youth population

19:00 Supper at Youth Village

20:00-22:00 Discussion: "Israel- Diaspora" - The young Israelis will probably fling usual accusations at the Americans. Agreed?!

Thur. 30/7 Defence of State

8:00 Trip to Yad Mordechai
"War of Independence"

11:00-17:00 Visit to army base. Nahal settlement or Gadna base in vicinity, to include lunch & meeting in small groups with soldiers In coordination with IDF

18:30 Supper in Ashkelon

Evening Water Park in Ashkelon (?)

31/7-1/8 1) Investigate possibility of Shabbat at Gush Katif Recreation village, which has excellent facilities. Finalize Shabbat program in accordance with place chosen.

2) Shabbat in Ashkelon, with trips outside of Ashkelon on Friday and in Ashkelon on Saturday.

2/8-8/8 Break-through to the Desert

Sun. 2/8 In the Footsteps of Ben-Gurion

Morning Sdeh-Boker (visit to his home, the school [Midrasha], and Graveyard)
Lunch at Midrasha

Afternoon Ovdar, Ein Ovdar, Nahal Zin or.. Investigate cultural life in Bersheba

Evening At Bersheba University Overnight at Bersheba? Mitzpe Ramon

Mon. 3/8 Stay in Desert

Arrange program with Mitzpe Ramon's visitors' center that includes tour of Nabatean city. Visits to Canyons & perhaps exercise in orientation-navigation Contact the Center

Evening Observing animal preserve Overnight at Mitzpe Ramon or sleeping out.

Tues. 4/8 Developing the Arava

Prepare program including special treat, ending up in Eilat (Flour Cave, Solomon's Pillars, visit to Katura, swimming at ...and treatie.g. riding on camels(?))

Evening free - Discoteque

Wed. 5/8 Visiting Eilat

Morning Red Canyon, Under-water Observatory etc.

Lunch

Afternoon Swimming

Evening Tourism in Israel game designed to teach tourism activities in Eilat

Thur. 6/8 Visiting Eilat

Morning Free

14:00-16:00 The peace with Egypt

16:00-22:00 Sailing, including diving, supper & dancing

22:30 Night tour where to -Akaba?Petra?

Fri. 7/8 Return to Jerusalem

Morning Trip to Jerusalem

Lunch in Jerusalem

Afternoon Free

Kabbalat Shabbat & prayer Why & what kind of prayer?

Evening Meeting with guests: "My Grandfather's heritage" Shabbat at one of the guest houses in Jerusalem area.

Shabat 8/8 Devoted to Theme of Jewish Identity

11:00-13:00 Game dealing with Jewish identity

14:00-16:00 -

16:00-18:00 Meeting with guests: "Why am I a Jew?"

18:00-19:00 Evening meal

19:00-20:30 Presentation of next week's
program, planning closing
party

11:30.02:00 Jerusalem (Concert +
discoteque +...)

Sun. 9/8 The Israeli-Arab Dispute

8:30-11:00 Following the fighters in
the Six-Day War: Ammunition
Hill, Breakthrough at Lion's
Gate, visit to synagogues

11:00-13:00 Meeting with Arab students

14:00-17:00 Visit to Gush Etzion + visit
to new settlement over the
green line.

18:30-20:00 Meeting in small groups with
Representatives of Peace
movements

21:00 Game - Simulation of Israeli-
Arab dispute

Summary

Mon. 10/8 "The Future in Israel"

8:30-9:30 Presentation of topic of Zion-
ism on Mt. Herzl? How?

10:00-14:00 Studying in Israel - guided
tour of Mt. Scopus

14:30-17:00 Yad vShem + ?

17:30-18:30 Summary

20:00 Preparation of Closing party

Tues. 11/8 Israel's Political Regime

9:00-9:30 General introduction

10:00-12:00 Visit to Knesset + meeting with
Members of Knesset

12:00 Lunch at Knesset

Afternoon Free

18:30 Supper

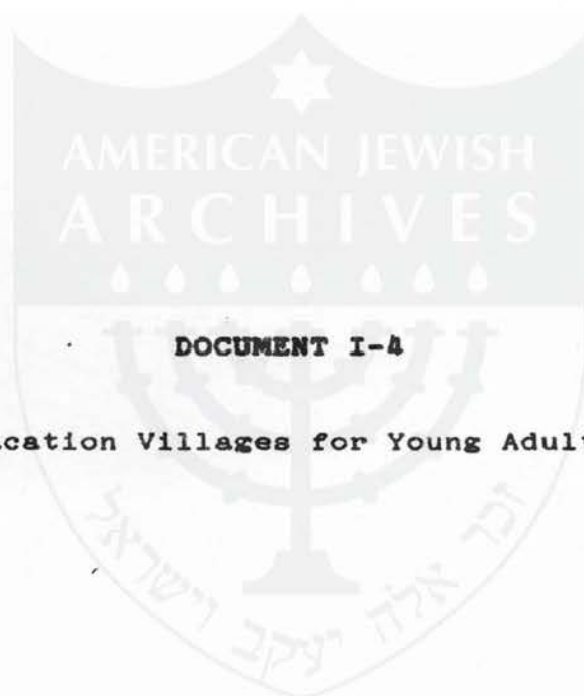
20:00 Internal closing party

Wed. 12/8 Conclusion of Program

9:00-11:00	Bar Mitzva Celebration
11:00-13:00	Planting trees for JNF
13:00	Lunch
14:00-17:00	Free - Shopping
17:00-19:00	Summary of stay in Israel
19:00	Supper
20:00	?



THE ISRAEL EXPERIENCE PROJECT - PHASE II



Vacation Villages for Young Adults



אנט הוכשטיין
ANNETTE HOCHSTEIN

PROJECT PROPOSAL

A NETWORK OF VACATION VILLAGES

FOR YOUNG JEWISH ADULTS

Submitted by AMI BOUGANIM

with the collaboration of Yoram Cohen

February 1987

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VACATION VILLAGES FOR YOUNG ADULTS

A Proposal for a New Educational Environment

INTRODUCTION

This proposal concerns the establishment of a series of vacation villages as an innovative approach to the use of leisure for educational purposes. The villages will be geared to young Jews aged 18-35.

In addition to their operation as tourism centers the villages will offer an extensive informal educational program. The director will be an educator of stature, capable of instilling a special atmosphere in the village and of inspiring the staff and the visitors.

Visitors will "buy into" the village for a given period - probably one week. During this period all the activities of the village will be available to them. These will include, besides the option to sunbathe, swim, relax and socialize with visitors from other countries as well as from Israel, a large choice of activities. For example: introductory classes on Israeli/Jewish subjects, arts and crafts studies, social events (folk dancing, singing), guest lectures, walks and tours of the area as well as longer tours throughout the country. The educational staff will be available at all times for formal and informal interaction. The atmosphere of the village will be Jewish and will strive to attract young Jews from all countries as well as a significant proportion of Israelis (perhaps 30%).

The full-blown idea involves the creation of a network of such

vacation villages in Israel, Western Europe, and the USA serving as landmarks on the travel route of young Jews. Each village will specialize in the specific theme suited to its location and setting and the educational and leisure opportunities of its environment.

Research undertaken for the Israel Experience project has indicated that young people find the current opportunities for travel to Israel unattractive.* The existing infrastructure does not suit their social, spiritual and economic needs and interests. When travelling they seek leisure, physical activity, adventure, convivial social settings, contact with Israelis and adequate physical facilities.

New concepts of leisure are challenging traditional ideas in informal education and point to the extensive educational uses that can be made of leisure environments. This is why we are suggesting the creation of vacation centers, at first one center, then a chain of centers in Israel and then a worldwide chain, designed to absorb large numbers of holidaymakers and give them a vibrant Jewish experience -- academically, touristically, artistically and recreationally. Such centers will be particularly suited to young people outside community frameworks, who choose not to join organized tours, and who are seeking flexible frameworks which combine the educational and the spiritual with the social and the recreational. Vacation outreach could become a new model for informal Jewish education.

*Steven M. Cohen, 1986 "Jewish Travel to Israel: Incentives and Inhibitions among U.S. and Canadian Teenagers and Young Adults."

Vacation Village and Educational Village

Establishing a vacation village for young adults requires both tourism and educational planning. As a vacation village it must provide for tourism needs, and as its aim is educational, those requirements, too, must be met.

These are the tourism requirements:

- 1) Accomodation of 3- or 4-star standard;
- 2) A recreational infrastructure which can compete with similtar vacation centers worldwide;
- 3) A marketing strategy geared to the general public, and able to reach young Jews.

These are the educational requirements:

- 1) Facilities for teaching (halls and classrooms), artistic activity (various studios), and for socializing;
- 2) An educational staff to lead tours, classes, entertainment programs;
- 3) Year-round programs-- an annual schedule of events, develop unique programs in various fields.

Vacation Villages as Destination for Young Jews

For young Jewish singles, a Jerusalem vacation village could serve as an all-encompassing destination-- non-affiliated and religiously and ideologically independent-- very much as the YMCA is for young Christians or the Mormon campus for young Mormons.

It would offer:

- 1) Comfortable accommodation and an attractive tourism and recreation infrastructure;
- 2) Culture and entertainment;
- 3) Tourist or general information on available options during an Israel visit;
- 4) Learning and/or training in the arts or sports.

During a stay at the village, the young guest can expect:

- 1) A Jewish experience, made possible by the village lifestyle;
- 2) A learning experience, including excursions throughout Israel, study groups, creative classes, etc.;
- 3) A social experience, enabling interaction between young Jews from all over the world including Israel.

A Chain of Vacation Villages

The vacation village will create new educational opportunities for young Jews around the world and as the site for an enjoyable and meaningful vacation it will attract young Jews worldwide.

Building a vacation village in Jerusalem could serve as an experimental model for replication in selected locations in:

- + Israel-- Tel Aviv, Tiberias, Eilat
- + A network in Western Europe where tens of thousands of young Jews visit annually
- + U.S. Jewish communities, where each community would

determine a unique character for its own vacation village, at a time when the tradition of hospitality is disappearing.

Community centers cannot accommodate international tourism, but the vacation village could revive, in a new form, the tradition of Jewish hospitality on a global scale.

PROGRAM IMPLEMENTATION: EXPERIMENTAL VACATION VILLAGE

To implement the program, premises must be found in which a pilot project could operate for four to five years.

Four to five years are needed for a pilot project because this is a new concept, and a model has yet to be formulated (even though various types of vacation villages function in different parts of the world).

The program's novelty requires cautious planning and testing of, for example:

- * The nature of the guest-host relationship;
- * The bond of Jews to Israel;
- * How to instill a Jewish atmosphere which both religious and non-religious guests can enjoy;
- * How to ensure full occupancy without damaging the village's unique character as a vacation village for Jewish youth.

Location of the Village

These are basic guidelines for finding a suitable location for the pilot project:

- * A facility which will be used exclusively by the village, to ensure the possibility of creating a suitable atmosphere;
- * High standard (at least 3-star) accommodation, with a recreational infrastructure;
- * A place large enough to accommodate at least 100 to 150 guests with communal facilities-- providing opportunities for entertainment, cultural and educational events and for guests to meet;
- * An urban location, to encourage contacts with local young Israelis-- in an appropriate setting;

Implementation Alternatives

In search of a location for a Jerusalem vacation village, the following options were considered:

Option A: Ramat Rachel Guest House

1. The Proposal:

Kibbutz Ramat Rachel has a guest house which contains:

- * 79 double rooms of 3-star hotel standard.
- * 29 double rooms of 2-star hotel standard.
- * Approximately 35 rooms of youth hostel standard (without a bathroom en suite).
- * Dining Room for 360 people, which doubles as an auditorium;
- * Convention Center with 2 halls, for 270 people each; 6 class and/or conference rooms for 50- 100 people each.

The lease would be contracted on the following basis:

- * The village will be operated by the Kibbutz;
- * The village will be leased in its entirety, year-round, for at least a 5 year period, with an exclusivity clause.
- * The village will be made available from 1.1.89.
- * Income from miscellaneous items (including drinks, souvenir shop, pool membership) will go to the Kibbutz.
- * The price quoted is \$3.1- \$3.4 million per annum, which includes provision of all necessary services (among them, full board and guest house operational expenses), other than tourism and educational activities.

2. Evaluation:

a. The Place

Advantages:

- * The facility's operators are Kibbutz members, able to create a comfortable atmosphere conducive to a guest-host relationship;
- * The place is largely suitable for active recreation.

Disadvantages:

- * The Ramat Rachel guest house was originally designed to host middle-aged Christian pilgrims and further investment is required to adapt the present infrastructure to a vacation village for young people: discotheque, courts, construction of various sports installations).

- * It is located relatively far from downtown Jerusalem, and available public transportation would be insufficient;
- * A kibbutz location will give the village a kibbutz label-- carrying ideological connotations which may act as an attraction, or a deterrent.

b) Economic Appraisal:

In order to defray the \$3.1 million the Kibbutz requires as rent, the village must achieve an annual occupancy of 100 percent, assuming an overnight full board charge of \$40. (The kibbutz's quote takes into account loss of revenue it will incur in granting the village exclusivity).

At a rate of \$40 per overnight (full board)

Occupancy	No. of Overnights	Annual Revenue from Overnights in \$
100%	78,840	3,153,000
60%	47,304	1,892,160
50%	39,420	1,576,800
25%	19,710	788,400

On the basis of 108 double rooms

At a rate of \$50 per overnight (full board)

Occupancy	No. of Overnights	Annual Revenue from Overnights in \$
100%	78,840	3,942,000
60%	47,304	2,365,200
50%	39,420	1,971,000
25%	19,710	985,500

On the basis of 108 double rooms

These tables raise a number of points:

- * These prices do not include educational activities (classes, entertainment, excursions, and educational staff salaries);
- * Occupancy, (which would include options such as taking Jewish groups during low-seasons), would only reach, an estimated 70 percent maximum (an annual occupancy which is considered high for Jerusalem).
- * Occupancy for the initial years of operation is likely to be low-- a maximum 50 percent. According to Ramat Rachel's leasing conditions, therefore, an annual deficit of approximately \$1.5 million can be expected- excluding educational expenses which could reach \$500,000.
- * A reasonable annual rent ranges between \$1.6 and \$1.9 million. Assuming full board at \$40 per overnight, at 50 percent occupancy, the annual deficit would match educational expenditure (approximately \$500,000).

Conclusion

Ramat Rachel's quote must be negotiated and a more realistic, somewhat lower, rental rate should be set. We could, for example, sacrifice rights to village exclusivity in limited areas -- perhaps giving Ramat Rachel the proceeds from informal meals and certain events.

Option B: Construction of a Vacation Village

Constructing a vacation village means tailoring a village to the educational needs detailed in the Vacation Village Chain Proposal. Its sports and convention centers would blend with Jerusalem's own tourism development plans.

Construction Costs for Vacation Village

The vacation village model cost calculations relate to the Israel Experience Vacation Village Program Proposal (see Village Description, Appendix 1). They are based on figures provided by the Tourist Development Authority (which estimates economic calculations for the Ministry of Tourism). The Authority made a study of 200 tourist projects countrywide between 1981 and 1983, and 25 projects abroad during the same period. These data are valid as of September 1986 (\$1.00 = NIS 1.5).

4-Star Hotel Standard, 210 Rooms

Total investment	\$ 10,651,000
Cost per room	\$ 50,719
Total built area	13,850 sq.m.
Grants	\$ 1,358,000
Investment Request	\$ 9,292,000
Lot Cost (Approx.)	\$ 1,800,000
Investment (Incl. Lot)	\$ 11,092,000

Remarks:

Total required investment excluding lot - cost of a lot for a Jerusalem vacation village is estimated at \$1.8 million (calculated according to land and development costs for lots purchased from the Israeli Land Authority from 1979/1980).

Total Cost: Approximately \$12,451,000

Grants:

The figure quoted above for grants is minimal, as grants are calculated according to an estimated \$40,400 per room as a recognized investment in a 4-star hotel (in this case, the grant ceiling is 16 percent).

Loans:

Loans could comprise up to 40 percent of the recognized investment. They are repayable over a 17-year period, at an effective interest rate of 10.5 percent.

Operational Profit from Vacation Village Implementation

(rounded to nearest \$000)

Turnover- \$40 per overnight, Full Board at \$34 per person
in double room

<u>Occupancy</u>	<u>25%</u>	<u>50%</u>	<u>60%</u>
No. of Overnights	42,875	85,750	102,900
Total Turnover	1,715	3,430	4,116
Regular Expenses	1,000	1,000	1,000
Misc. Expenses	450	900	1,080
Profit after Tax, Maintenance and Renovation Expenses			
Year 1- 5	265	1,445	1,885
Year 6	(293)	888	1,267
Year 7	(385)	820	1,200
Year 8	(478)	752	1,132
Year 9	(571)	684	1,063
Year 10	(664)	601	995

Operational Profit from Vacation Village Implementation

(rounded to nearest \$000)

Turnover- \$50 per overnight, Full Board at \$42 per person
in double room

<u>Occupancy</u>	<u>25%</u>	<u>50%</u>	<u>60%</u>
No. of Overnights	42,875	85,750	102,900
Total Turnover	2,144	4,288	5,145
Regular Expenses	1,000	1,000	1,000
Misc. Expenses	450	900	1,080
Profit After Tax, Maintenance and Renovation Expenses			
Year 1- 5	694	2,089	2,596
Year 6	136	1,601	2,039
Year 7	44	1,464	1,971
Year 8	(49)	1,396	1,903
Year 9	(142)	1,327	1,835
Year 10	(235)	1,259	1,767

Operational Profit from Vacation Village Implementation

(rounded to nearest \$000)

Turnover- \$60 per overnight, Full Board at \$51 per person
in double room

<u>Occupancy</u>	<u>25%</u>	<u>50%</u>	<u>60%</u>
No. of Overnights	42,875	85,750	102,900
Total Turnover	2,573	5,145	6,174
Regular Expenses	1,000	1,000	1,000
Misc. Expenses	450	900	1,080
Profit After Tax, Maintenance and Renovation Expenses			
Year 1- 5	1,123	2,731	3,368
Year 6	565	2,174	2,811
Year 7	473	2,106	2,743
Year 8	380	2,038	2,675
Year 9	287	1,970	2,607
Year 10	194	1,902	2,539

Vacation Village Operation and Turnover

In calculating operational expenditure and turnover, we had no firm figures for regular expenses. We have estimated these by deducting expenditure from expected vacation village turnover in relation to various occupancy options (based on calculations computed for the Israel Hotels Association for 1985/86). These determine that at 56 percent occupancy, assuming a per overnight turnover of \$30, expenditure represents 70 percent of the total turnover. At this rate of occupancy, regular expenses match miscellaneous

expenditure.

Remarks:

- * Overall turnover includes turnover from overnights and various vacation village services (drinks, field rental, memberships);
- * Total regular expenses incurred at the village are estimated at \$1,000,000 per annum, whereas the coefficient for miscellaneous expenses is approximately \$10.5 per overnight;
- * Amortization for the first 5 years of operation: represents accelerated loss (8 percent on buildings and 20 percent on equipment);
- * Income Tax has been calculated on the basis of 25 percent, for an Approved Enterprise and limited company in Israel, before distribution of dividends; (25%-4%-Foreigners' Investment);
- * Renovation expenses have been calculated from the 6th year.
- * The figures quoted do not include expenses above normal 4-star hotel service-- in our case educational expenditure (excursions, lectures, classes and educational personnel).

2. Evaluation

Advantages:

- * A well-planned vacation village would both meet educational needs and suit a wider public. A multi-purpose facility would ensure optimal utilization.

- * The novelty of a vacation village would be an event for world Jewry as a whole, and make Jewish news.
- * A recreation and sports infrastructure would be added for the use of the people of Jerusalem.

Disadvantages

- * Construction is more expensive than other options.
- * Obtaining building permits and construction are time-consuming: it would take three to five years to open, as compared with two years for other options.

Other Options

Besides the two considered above, two other options are available:

1) Youth Hostels Association Option

The Youth Hostels Association in Israel is prepared to consider participation in the vacation village scheme. On behalf of the association, a senior representative has agreed in principle to the possibility of converting the Ein Karem Hostel into a vacation village at an initial investment of \$750,000. This sum would pay for construction of 25 rooms with baths, classrooms, multi-purpose halls, kitchen and dining room.

2. Evaluation

Advantages of the YHA Proposal

- * Implementing this program with the Youth Hostels Association gives access to the extensive experience

of its staff, and makes the project eligible for government and regional benefits;

- * The Youth Hostel chain could serve the tours from the central vacation village in Jerusalem;
- * The YHA's marketing network would be at the disposal of vacation village administrators;

Disadvantages of the Proposal

- * The initial investment required is insufficient to bring the hostel to the necessary level;
- * It lacks a recreational framework;
- * It is inconveniently located for both visitors and Israelis;
- * To remodel the hostel into a vacation village capable of fulfilling even some of its stated goals, building lots must be purchased, existing structures destroyed and new ones built-- involving massive expenditure.

Conclusion

The Youth Hostels Association option reduces the program to remodeling a youth hostel to suit the needs of young Jews-- worthy in its own right, but limited since it is geared for a population which is visiting Israel anyway. It could serve as a potential experimental model prior to construction of the actual vacation village.

2. Purchase or Lease of a Hotel in Jerusalem or Tel Aviv

Purchasing or leasing a 3- or 4- star Jerusalem or Tel Aviv hotel is another option. The disadvantages here are

that the recreational dimensions are likely to be diminished, and educational staff would find it difficult to instill a communal atmosphere and activate study groups or arts classes.

Stages in Program Implementation

Stage I: Decision Making

The issues to be resolved by program administrators once the program is authorized are:

- * Determining a framework for implementing the program. Determination of the framework will be related to the physical choice of option. The program may be implemented within any one of the following frameworks:
 - a) A U.S. community organization -- for example, American Jewish Congress, Jewish Welfare Board, Hadassah Women's Zionist Organization of America, B'nai Brith.
 - b) An Israeli organization -- for example, Israel Youth Hostels Association, Society for Protection of Nature.
 - c) An association which would act for Jewish institutions and community institutions.
 - d) A limited company which would function as a purely commercial enterprise.

Stage II: Programming, Marketing, Recruiting Manpower

A one- to two-year period will be needed between the selection of the framework, and the opening of the village. In

this interim, we will:

- * Formulate the village program and build an annual schedule of tours and events based on the village's location, facilities, and local attractions;
- * Devise a marketing strategy, for the Jewish world, which would "herald" the establishment of the village and promote sales;
- * Recruit and train an educational staff in Israel and abroad, mainly senior personnel specializing in educational recreation, and internships for entertainment directors and tours guides;
- * Develop tools for educational intervention suited to the vacation village framework-- particularly pedagogic tools for tour guides (audio-visual programs of sites, sightseeing booklets).

To implement this stage, necessary staff would include:

- * A senior educator, responsible for creating programs and training personnel. S/He will become village director;
- * An administrator, specializing in tourism, to assess the program's economic viability. S/He will become administrative director of the village;
- * An advertising/marketing specialist, to promote recruitment, together with the educator. S/he will become village marketing director.

The vacation village thus represents a new model in Jewish education. It enjoys the prestige of leisure and recreation culture, which is challenging education as a whole, and Jewish education in particular.

The vacation village can provide a viable reply to the strains on conventional informal education frameworks. Its success will depend on the ability of its organizers, educators and professional staff to blend educational and spiritual content into the recreation, leisure and tourism patterns attracting young people now.

APPENDIX

A Detailed Description of the Vacation Village

I. General:

1. Location: In a resort area enjoying natural conditions appropriate for recreation, leisure and sport.
2. Area of Lot: 15 dunams (1 dunam to every 10 rooms according to Ministry of Tourism regulations).
3. Type of Construction: solid, high quality construction at 4- star hotel standard.
4. Building Height: public facilities no more than 3 stories high; lodgings up to 2 storeys.
5. Green Areas: approx. 4 dunams (according to Ministry of Tourism regulations which designate land allotment of 15% for green area).
6. Parking: approx. 1/2 dunams to accomodate parking for 70 vehicles.
7. Enclosure: the village area will be circumscribed by a fence and natural barrier which blends with the surroundings.
8. Lighting: adequate lighting will be provided all night for the main entrance to public building and along the main paths.

B. Public Areas: Public areas will include the following

1. Reception and Entrance Hall: will be situated at the main entrance to the village. Reception area will be 160 sq.m. (a relatively large area but commensurate with standards of desired community recreation).

2. Multi-purpose Hall: a multi-purpose hall for 600 people covering 720 sq.m.
3. Club: Discotheque for 360 people covering 100 sq.m.
4. Synagogue/Auditorium: the synagogue will serve as lecture hall for 100 people, covering 100 sq.m.
5. Conference Rooms: 5 conference rooms for 30- 40 people, each room covering 25 sq.m.
6. Cafeteria/Snack Bar: covering 160 sq.m.
7. Dining Room: covering 300 sq.m.
8. Indoor Sports Installations: consisting of a gym, weight lifting room and indoor courts, covering 1,000 sq.m.
9. Tourist Information Center: offices, covering 30 sq.m.
10. Library: to be used as a music room, 50 sq.m.
11. Stores: 3 stores, each 10 sq.m.
12. Public Rest-Rooms: covering 70 sq.m. One: adjacent to dining room, and the other, adjacent to area for sports and social activities.
13. Administrative and Faculty Offices: 150 sq.m.
14. Infirmary and First Aid Room: 25 sq.m.
15. Sports Installations:
 - * Pool, 300 sq.m.; grassy area, 800 sq.m.; snack bar, 20 sq.m.
 - * 2 tennis courts, each covering 800 sq.m.
 - * Playing field, 1000 sq.m.
16. Horse Back Riding Stables: (option) 500 sq.m.
17. Wind Surfing Club: covering total area of 300 sq.m. including office, storage rooms for equipment and snack bar.
18. Miniature Golf Course: (option) 50 sq.m.

III. Lodgings:

The village will include 210 residential units comprising 170 double rooms, 20 rooms for 3 occupants each and 10 rooms for 4 occupants each; 101 large rooms (suites) will be divided among 24 buildings of 10 rooms each. Area of a double room with adjacent bath: 22 sq.m.; Room for 3 occupants: 30 sq.m.; Room for 4 occupants: 35 sq.m.; Suite: 45 sq.m. Each room will be built with balcony or patio.

IV. Service Areas

1. Kitchen: covering 300 sq.m. including food and beverage storage, refrigeration rooms and room for garbage disposal.
2. Laundry: 50 sq.m. serving the hotel; 10 sq.m. for self-service laundromat.
3. Staff service rooms: including locker and shower rooms covering 60 sq.m. (note: the character of the vacation village necessitates staff participation in activities);
4. Machinery, storage and maintenance rooms: 350 sq.m.

Note: All public areas will be multiplied by a co-efficient of 1.15 and all guest accommodations by a co-efficient of 1.4 (accepted standards in the construction of guest houses and hotels).

ISRAEL EXPERIENCE MARKETING PROJECT

**THE JEWISH EDUCATION COMMITTEE
OF THE JEWISH AGENCY**

PUBLICATION NO. 6



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INTRODUCTION

The purpose of this study is to develop a comprehensive marketing strategy to bring North American youth to educational programs in Israel. The object is both to increase the number of participants and to increase the impact of existing programs on them.

Clearly, program quality is fundamental to the achievement of this goal. Poor quality programs serve as negative marketing. American youth who travel on poorly organized programs return to the U.S. and discourage others from considering travel to Israel. In our review of programs we have not, however, attempted to evaluate the quality of the programs provided.

Our study reaffirms Cohen's finding* that word of mouth is the single most important current marketing tool for every program. Quite simply, friends and relatives are more likely to speak favorably of -- and urge others to participate in -- outstanding programs than poor ones.

Our data is derived from interviews with 22 program directors in key organizations. Most were extremely cooperative and many expressed enthusiasm for upgrading their marketing efforts.

* S.M. Cohen, Jewish Travel To Israel, 1986

EXECUTIVE SUMMARY

Research Confirms Current Marketing Efforts Need to be Strengthened

As a way of preparation for developing a more effective marketing strategy for Israel Youth Programs, Ruder Finn & Rotman interviewed members of 22 organizations. Many of these interviews lasted over one hour and focused on how the program was currently reaching out to its targeted audience and how effective it was in recruiting.

There are a number of important conclusions that can be drawn from this research about the existing marketing efforts. We discovered that organizations currently marketing Israel programs to young American Jews are using a variety of marketing techniques, and there are four basic tools that are relied on most heavily. These include:

- o The creation of brochures and other printed materials for direct mail programs aimed at specific target populations (members of youth organizations, those who participate in activities at Jewish Community Centers, etc.)
- o The development of advertisements
- o Holding open houses
- o Working with local Schlichim and recruiters

Despite these marketing efforts, American youth traveling to Israel are finding out about the programs, for the most part, through word of mouth. It is clear that the marketing strategy in place at the moment is not as effective as it can be. The advertisements are considered to be almost universally ineffective (and certainly not cost-effective). In many cases, the distribution of materials is reactive. When someone finds out about a program and calls for more information, materials are sent out.

Furthermore, the research revealed that there are many important marketing techniques that are not being used. For example, the least expensive opportunity -- the use of publicity -- has been untapped. There could be numerous opportunities to develop stories in the leisure, education, and travel sections of local newspapers. These stories are not being developed.

Direct mail and telemarketing are other important marketing tools that are not being utilized to their fullest. While some organizations are using these tools, they have had modest results. Telemarketing and direct mail campaigns could be cost-effective if the various purveyors of programs cooperate on this (there is simply no reason why high school programs, touring programs, archaeological digs, and sports programs -- and others -- cannot be promoted together). If a teenager is not interested in one program he or she may be interested in another.

Very few, if any, of the organizations we met with had systematic approaches to marketing -- each purveyor seems to work independently. There are marketing techniques that would not be cost-effective for them to use independently, but which would be cost-effective on a collaborative basis. The lack of cooperation is also resulting in redundant mistakes. One organization is not learning from the mistakes of others. This applies not only to marketing but to ensuring that the trips themselves are of the highest quality.

Recommendations

Based on the research, RF&R recommends that a marketing program be launched in stages. The core of program should be the creation of an Israel Recruitment Resource Center. It will serve as a center of professional expertise to take responsibility for implementation of collaborative marketing efforts and to work with each of the existing organizations to help improve the quality of their independent marketing efforts. In this report we have outlined in detail the initiatives that should be launched during Year One and in the two subsequent years. Among the initiatives described are the creation of a directory of programs, use of telemarketing, creation of a informational videotape, to mention just a few.

Conclusion

While some significant strides have been made in efforts to encourage American youth to visit Israel, RF&R believes that there are still a number of opportunities that can be capitalized on. We believe that the approach we have suggested will enhance the overall existing marketing program and reach out to expand its audiences both in the affiliated and unaffiliated segments of the American Jewish Community.

OVERALL OBSERVATIONS

Before outlining our overall plan for increasing youth travel to Israel, we felt it would be beneficial to make a number of observations about the marketing strategies presently being used.

What we have learned so far confirms the suspicion that programs designed to bring American youth to Israel are poorly marketed.

- o Most recruiting is done by word of mouth. This limits the reach of recruiting to affiliated groups and makes it difficult to recruit in the non-affiliated population.
- o The materials used in promoting the various programs are poorly designed. They do not convey an impression of sophistication.
- o Publicity does not seem to be used at all by the various program organizers to interest potential participants.
- o The Shlichim and other recruiters do not seem to be used particularly well.

In addition to this, the existing programs are competing with, rather than cooperating with, each other. They are therefore duplicating each other's efforts, and making the same mistakes again and again. They are making the same mistakes not only from a marketing point of view but also in terms of delivering the highest quality programs.

The Quality of Marketing Efforts

The existing recruitment programs for the most part do not have the benefit of experienced professional skills and there does not seem to have been much overall strategic thinking in the field as to how to achieve significant advances in recruitment.

Word of mouth remains the dominant means of bringing participants into most of the programs. While funds and energies are spent on brochures, advertisements, and mailings, the consensus is that these have not proven to be particularly effective. One striking example is the advertisements featuring one program that ran in a publication with a circulation of 350,000. The advertisements produced only 15 participants for this summer's program.

Can Youth Travel to Israel be Expanded Through Existing Programs or do New Initiatives Need to be Launched?

In our discussions, we have somewhat arbitrarily established a goal of doubling the number of American youth who travel to Israel as part of organized programs within the next two or three years. An important question is whether this goal can be achieved by strengthening and giving greater focus to current programs or whether it can only be achieved by developing entirely new kinds of programs to supplement those already in place.

The question itself poses a dilemma. Many of those who are involved in existing programs would believe it to be a major accomplishment if they could achieve a modest increase each year -- which would fall far short of our goal. At the same time, one cannot help wondering if current recruitment rates of 1% to 5% of membership groups in targeted age categories is a reliable measure of real potential. For example:

- o B'nai B'rith Youth Organization has 25,000 members of high school age, yet only 300 participants are slated to travel to Israel this summer on one of their programs.
- o The North American Federation of Temple Youth has 30,000 members of high school age, yet for this summer only 1,500 are enrolled in Israel programs.
- o United Synagogue Youth has 17,000 high school age members, and for 1987 almost 700 are scheduled to travel to Israel.

The same limited response can be found among Young Judea members, the National Conference of Synagogue Youth, and others.

While we believe it will be worthwhile to experiment with new programs, we also believe that a concentrated effort in existing programs can also result in a significant increase in the percentage of response. If we could help one or two programs to double their rate of response among members, they could be models for other membership groups on how to raise the level of recruitment among existing programs.

Developing Results-Oriented Marketing Techniques

Before one can identify the most effective marketing techniques, it is critical to identify the target audience. From what we have learned, we strongly believe that the affiliated should be as important a targeted group as the unaffiliated. Enhanced and innovative marketing techniques will improve recruitment among affiliated groups. They constitute a positively predisposed group and we do not feel that the potential here is being adequately tapped.

An axiom of modern marketing thinking is to maximize efforts aimed at target audiences where a strong positive response has been clearly demonstrated. Consumer marketing companies have found that increased sales support in markets that are already successful is far more productive than pouring into low-yield or untested markets.

This does not mean that new markets should be ignored. It does suggest, however, that the high promise segments of the population (members of committed organizations) continue to offer the greatest opportunity for growth, and that the new market areas (the unaffiliated) should be approached cautiously with experimental pilot projects.

MARKETING BARRIERS

In our research we found that there are seven basic marketing barriers: lack of information, cost of programs, American work ethic, fear of the unknown when traveling to Israel, fear of terrorism, separation, and impact of this type of travel on future career opportunities.

Information

Despite the mailing of brochures and the dissemination of information through other means, there is a widespread feeling that many young people (as well as parents) who would be potentially interested in Israel programs do not know how to get information about them. There are also many who have not thought of an Israel program because no direct appeal to them has been made. The information is not getting out to enough people or in many cases to the right people.

Cost

Money is clearly critical, and large numbers of potential applicants apparently never initiate the application process because the cost seems prohibitive. Clearly, dissemination of knowledge of scholarship and financial aid possibilities is nearly as important as that of the program itself.

The availability of financial aid varies greatly among programs and is certainly one of the major factors underlying differential recruitment success in member-based programs. Expense limitations appear to be a recurrent problem for single parents.

Cost is not just measured in terms of disposable income - it has a subjective dimension also. The intensity of commitment to the idea of sending children to Israel is probably as important as their income. To a family making \$80,000, but having no commitment to send their child to Israel, \$2,000 may well be regarded as excessive. What is operative here is not cost, but value and belief as a motivating force. A handful of programs have found a way to translate commitment into economic benefit by offering discounts to early applicants.

There are also opportunity costs which may be taken into consideration. The expense of an Israel summer program may be actually higher than its actual cost since those 16 and over could make money by staying at home and getting summer jobs -- typically between \$800 and \$2,000.

Work Ethic

The American work ethic is a powerful deterrent to some. A trip to Israel is regarded as a luxury, not a productive summer devoted to work or study. But the intangible rewards of such a trip may become apparent only after arrival in Israel.

Apathy, Inertia, and Fear of the Unknown

Apathy, inertia, and fear have been powerful deterrents for some target audiences. These are dealt with most effectively by the Muss High School in Israel program. There the local director of admissions, whether recruiting individually or with a group in a classroom, appeals to students on an emotional basis that seems to overcome whatever natural reservations they may feel.

Many of the students take action immediately after the presentations from the DA. Many of them fill out application forms when hearing about the program. Other programs which encounter uncertainty and anxiety among young people and parents would do well to emulate the Muss model.

Security and Fear of Terrorism

Most parents and children think of Israel in terms of what is reported in the media, especially television. This creates a fear of being sent into a "war zone." Recruiting is far more successful with parents who have been to Israel and know that media coverage is often highly exaggerated.

Facts and statistics are helpful. But the issue really comes down to trust -- "Is this a person/organization I can trust to take care of my child?" Ultimately this is a question which must be answered convincingly.

Advertising in the mass media is not likely to be effective in building this sense of trust. It may be able to plant the seed for the idea of going to Israel on a summer project, but the "sale" has to be made on a personal basis.

Separation

Separation is also an important factor for parents. Many see separation looming as their child approaches adulthood, and they are reluctant to hasten the process. The concern over separation increases as a function of time and distance (thus one-year programs for high school students will always have only a more limited market than summer programs).

Impact of Travel in Israel on Career Choices

Secondary fears that travel to Israel will adversely affect a career, or that a son or daughter will become "too religious" or will decide to live in Israel, can be factors that adversely affect recruitment efforts.

RECOMMENDED PILOT PROGRAMS

We recommend that the following steps be taken to test new marketing initiatives which we believe can produce a significant increase in Israel youth program participation. Year one of the marketing effort described in this report should be considered a pilot project. By testing a number of different initiatives, we will be able to find out which efforts achieve the greatest results greatest on the most cost-effective basis. The results of this effort should become the basis for an expanded program in year two and three.

Establishing an Israel Recruitment Resource Center

The assumption of this Resource Center, which would serve all of the national organizations involved with youth travel to Israel, is that some centralized means should be found to take new initiatives and to provide ongoing marketing expertise for existing programs. Although part of our initial mandate was to provide marketing help to existing organizations in the course of our interviewing process, it has become clear to us that this need cannot be met on a one-time basis.

We found almost unanimous enthusiasm for the idea of providing professional help through this project, but what is being sought is guidance and support on a continuing basis rather than a few suggestions to improve current efforts. Making sure that new ideas are implemented effectively is as important as coming up with the ideas.

While we believe that the Resource Center ultimately will be helpful to all recruiting efforts, we feel that its effectiveness needs to be tested and its activities prioritized. During the first year, therefore, a number of projects should be undertaken on a pilot basis.

First Year Program

Among the responsibilities to be assumed by the Resource Center in the first year are:

1. The Creation of a Comprehensive Directory

The Resource Center should develop a comprehensive Directory of the Israel Programs. The Directory would serve as a critical reference guide for those in a position to influence American Jewish youth. This would provide valuable information on the program content, costs, financial aid options, and where to write or call for more information on all programs now offered.

This program Directory should be widely distributed in January or February 1988 in test cities (and nationally if possible) to Hebrew School Principals, to directors of Jewish Community Centers, to key editors of local Jewish newspapers, to appropriate editors at general newspapers, and to others in the test communities who are in a position to communicate with Jewish youth about their summer plans.

The Directory should also be sent to high school guidance counselors at major day schools, private non-religious schools, and public schools. These guidance counselors are specifically responsible for helping high school students plan for college admissions, and as the Muss program has shown, educationally-oriented travel to Israel can effectively be marketed as an enhancement of student college application portfolio.

2. Reaching Out to the Media

The Center would develop an ongoing public relations program focusing on getting widespread media coverage in the consumer press on the value of youth travel to Israel. Articles can be developed in the education, leisure, and travel pages of local newspapers in test communities. The articles can describe existing programs and feature local participants. National coverage in broadcast and print media should also be sought.

One of the most effective ways to capitalize on a successful publicity effort is through a reprint program which is integrated into a sales strategy. A design should be developed for reprints of both local and national publicity which can be used by all engaged in recruiting programs in the test cities.

3. Creation of a Videotape

The Resource Center should develop a generic videotape on the "American youth travel-to-Israel" experience. The tape can show a selection of historic sites, the atmosphere on some trips organized by American groups, and interviews with teenagers who have traveled to Israel, and their parents. Furthermore, we may want to consider the possibility of interviewing an admissions officer at a major college or university to find out his or her views about how a trip to Israel could enhance a student's chance of "standing out in the crowd." We might also want to interview a celebrity for such a videotape.

Some thought should be given as to whether a separate tape should be developed for teenage audiences and parents. Each audience has different concerns and responds to different messages, and different presentation techniques would need to be used. Initially, however, for the first year, we feel that only one tape should be developed. If the tape is found to be effective, in year two a second tape can be developed for a parental viewing.

4. Experimenting with Telemarketing

Telemarketing is the single most cost effective marketing technique that is being under utilized by the programs that were evaluated as part of this overall research phase of this assignment. As part of the next phase, a telemarketing effort should be launched. On a weekly basis, Jewish families living throughout America who have some sort of identified affiliation with the Jewish world should be contacted to see if they would like to receive information on youth travel to Israel. As an experiment, we should hire on a part time basis a few young American Jews who have been to Israel on a youth travel program and have had a positive experience. These kids should spend all day Sunday every week for four or five months calling people on different lists we can obtain. We may be able to obtain lists of members from some local synagogues or of members of some of the national organizations such as Hadassah.

There would obviously be concern about what we would be doing with these lists and we would have to work closely with the organizations in question to ensure that they felt comfortable that our telephone script would not create a problem for them.

The staff on this project would call parents of teenagers to discuss their own experiences and identify those who might be interested in sending their kids on such a program. Those who are interested would be sent either the directory, if it had been completed and if enough were printed, or a collection of brochures from selected programs.

The names of the interested families could be passed onto the Schlichim on the local level who could follow-up on the leads.

5. Using Home Party Marketing Techniques -- "Israel Home Parties"

The Resource Center should set up a procedure in test cities to contact parents who are active in their local community, particularly those who have recently sent their children on one of the existing programs, and ask if they would be interested in participating in helping in the recruitment process. This technique, originally developed by the direct sales industry (Tupperware, Stanley Home Products, etc.), is based on "parties" held at someone's house to witness a demonstration of new products. Similar techniques have proven to be effective in a variety of fund raising efforts.

The Resource Center could develop an experiment along this line by encouraging parents to invite other parents, particularly friends and business associates, who have teenage children (perhaps with teenagers present) to hear about the educational value of Israel programs, and to learn about the experiences of students who have gone on these programs. It may also be appropriate to use slide presentations at these parties to show parents some of the key sites their children would visit if they were to go on a particular program. A local Rabbi might also talk about the historical importance of the sites and the educational value of the projects.

In addition, we would develop a leave-behind so those interested in receiving further information can request it.

6. Creation of a Marketing Think Tank

The Resource Center should develop a marketing think tank as part of its pilot program. Marketing is a fluid process. Institutions are constantly refining their marketing process and devising innovations by focusing on the marketing techniques being used. This should be done for the Israel programs as well.

The think tank should consist of four or five of the most creative individuals presently involved with the American Jewish community, as well as marketing experts. This group should meet on a regular basis to discuss new ideas for expanding the numbers of teenagers traveling to Israel.

Additional Options

Once we have measured the success of the Resource Center, a decision should be made whether or not to expand it in year two and three. Other activities that the Resource Center could become involved in after the first test year period include:

1. Design Support for Recruitment Materials

The Center would provide professional support in the development, design, and printing of materials used in recruiting American youth for Israel programs. This would be handled by a designer/writer/production team whose services would be provided free of charge to existing organizations. An advisory panel of top graphic communications experts could also be set up to review materials as they are developed. The goal would be to improve the quality of all materials used by the various organizations, and also to create some consistency of approach.

In making this recommendation we recognize that each organization wants to establish its own look and special character in its printed materials, and the Resource Center team will have to keep this in mind as it provides its services.

At the same time, its goal will be to convey an overall positive impression for Israel youth programs among parents, teenagers, and student advisors by establishing a quality approach to materials across the board.

It is possible that significant savings can be achieved in printing if the Resource Center negotiates collective budgets for recruitment materials.

Finally, the proper use of recruitment materials will be a major concern of the Resource Center team, and professional guidance will be provided in test cities to achieve a maximum effectiveness.

2. The Creation of a Marketing Manual

The Resource Center should develop a manual to be distributed in test cities to organizational leaders and local community recruiters involved with promoting Israel programs for American youth. The manual could include material on how an organization can most effectively market itself, with sections on:

- o developing speaking opportunities
- o reaching out to the media to develop coverage
- o ways to take advantage of free public service announcement opportunities on both radio and television
- o organizing effective group presentations
- o how to organize a direct mail program
- o ways to use telemarketing
- o how to recruit local recruiters
- o building a referral basis among high school guidance counselors

3. Developing a Recruitment Manual

The Resource Center should produce an abbreviated version of the marketing manual described above for distribution to Schlichim, Hebrew School Principals, Rabbis, and other current and potential recruiters.

This brochure would help those in a position to spread the word on Israel programs to improve the effectiveness of their efforts. It would tell them how to run more effective recruitment meetings (open houses) and would discuss specific techniques (mailings, telemarketing, talks, parties, picnics, etc.) that can be used in test cities to generate interest in Israel programs. The manual would discuss key points to keep in mind to make sure that these techniques are used effectively.

The manual would also provide a starting point for individual local Hebrew School or Day School Principals, Rabbis, or others who would like to see more students from their community go to Israel.

4. Turning Alumni Into Recruiters

The Resource Center should set up a system of communications with the previous year's participants. A letter should be written (with a postage-paid reply card) to all those in test cities who have participated in one of the youth programs to Israel within a few months after their return to the U.S. The letter should ask whether recipients would be willing to help recruit other teenagers for Israel programs. Those who agree to be helpful should work with the local program representatives in giving presentations on the attractions of Israel programs. The program alumni should also be asked if they can recommend friends who might be interested in receiving material on an Israel program.

This approach has been used very effectively by American universities. Students still in college as well as college graduates often travel to their home town high schools to talk about their college. They give a prepared presentation and then answer questions that might arise. Using alumni of Israel programs should prove to be equally successful if properly organized.

5. Creating A Rationale for Travel to Israel

The Resource Center should work with recruiters to make sure that the greatest "selling" points are emphasized in their recruiting efforts. One of the questions that we asked ourselves as we examined the marketing efforts presently underway is whether or not the current messages being used are effective in appealing to American teenagers.

We have seen that two have worked exceptionally well and feel that they should be capitalized on as fully as possible in marketing programs. These themes are:

- o An educational experience in Israel can help a teenager strengthen the chance of getting into the college of his or her choice.

- o Through a trip to Israel, a teenager will gain a better understanding of the world and experience different cultures.

6. Celebrity Endorsement

The Resource Center should seek to obtain celebrity endorsements as a marketing tool. There are many Jewish celebrities -- actors, singers, sports stars, journalists, writers, politicians, etc. -- who could be approached to talk about the importance of traveling to Israel for American youth. This type of endorsement could be used at selected meetings, with the media, with quotes in printed materials, in the videotape, etc.

7. Testing the Effectiveness of Direct Mail

Direct mail is the single most under-utilized marketing technique in the programs evaluated. Yet it can be without doubt the most cost-effective way to reach unaffiliated Jews. A direct mail campaign targeted on both high school and college age youth could yield significant results at a modest cost.

Since there seems to be such fragmented knowledge of the programs currently available, it would make sense to develop a catalogue of programs which could be used as a mailing piece targeted to teenage American Jewish youth. This catalogue should include a description of each program, with quotes from past participants, and should list the appropriate contacts to find out more information.

It may be that photographs of Israel should be included in this catalogue, which should be similar in format and appearance to a high quality college catalogue.

A special list targeting Jews and Jewish students residing in the area should be developed for a mass mailing. We may want to follow up the catalogue with a postage-paid reply postcard several months later to provide teenagers or parents with a second opportunity to ask for more information or an application form for a particular program. It may also make sense to follow up the postcard with a telemarketing effort.

Since the costs of a direct mail and telemarketing effort can be quite significant, it is essential that this program be tested carefully.

8. Promoting Incentive Saving Programs

One example of the kind of program that we believe has great promise is the savings program that has been run for several years in Cleveland. The Jewish Community Federation of Cleveland has as a stated goal that all Jewish children should go to Israel as part of their Jewish education. It has set up an "Israel Incentive Savings Program," and currently about 600 young people participate in this program (out of about 5,000 students in Cleveland Hebrew Schools). Each year for seven years a child's parents put \$100 into this program. The Hebrew School adds \$50 per year to each child's fund. The Federation adds \$80 per year. At the end of the seven-year period this fund pays for the child's trip to Israel. The subsidy is obviously an important factor in this program. The fact that money is set aside in small portions each year is also important. But perhaps more important is that a trip to Israel is a planned, recognized, and accepted culmination of the Jewish education experience.

A part of the next step in our marketing program, Hebrew School Principals and Rabbis should be approached to consider applying the Cleveland Israel Incentive Savings Program in their own communities.

By some estimates we are currently only tapping 10% to 15% of the population of Jewish youth that could be reached if a trip to Israel were institutionalized. By institutionalized we mean building the Israel experience into all supplementary education programs as the culmination of Jewish education. Maximum potential would obviously be achieved if some sort of subsidy and lay-away plan were developed as part of the effort to institutionalize the program.

If a core of principals and rabbis could be converted, they can market this idea to parents in their communities. If we find enthusiasm for this program we can work with the Rabbis and other Jewish

leaders in the test markets to develop an effective marketing program. We would target parents and perhaps even grandparents. If this program were marketed effectively, it is even possible that in the future we will find grandparents starting an Israel savings fund upon the birth of their grandchildren.

This program would not have a dramatic short-term impact on the numbers of young people going to Israel.

But if such a plan were adopted throughout the country, within five to seven years (depending upon the types of savings plans developed) a dramatic change would take place.

9. Establishment of an 800 Telephone Number

An 800 telephone number, possibly 1-ISRAEL, should be established to act as a referral source for anyone wishing to send a child to Israel. The directory would serve as the basis for the referrals. The 800 number should be manned during normal working hours and on the weekends. The number should be promoted in all press materials.

10. Advertising Supplements

Annually in some areas of the country, there are advertising supplements which focus on Israel and/or cultural aspects of Judaism. One example of this was the insert that appeared in The New York Times in September. Entitled "A Guide to Jewish Living -- 5748" the insert included articles on travel to Israel as well as other editorial subjects. RF&R would work with the major newspapers in metropolitan areas with a high Jewish population which are planning similar advertising sections to see if a separate editorial article could focus on Youth Travel to Israel. An article could be prepared for these newspapers. It might include mini-features on some of the outstanding programs as well as a description of what a teenager can gain from an Israeli experience. The 800 number should be listed. With some of the newspapers, the possibility of including a synopsis of the directory should also be pursued. An overrun of these inserts should be printed to be used for direct mail.

11. Ongoing Research

o Testing Price Sensitivity

Given the fact that cost is a critical obstacle in most of the programs, careful research is needed to clarify the issue of price points. Do critical thresholds exist and if so, what are they? Would interest in specific programs rise dramatically if the cost were reduced by \$500? Is a \$900 reduction what is required, or do reductions of this magnitude have no impact?

Also important is the question of limiting subsidies to those with household incomes below a fixed level. How many people will not send their children to Israel due to cost, but would have a household income above any likely level that would be established? How many people would send their children to Israel if a subsidy were available but would never consider actually applying for financial aid?

What is the relative attraction of loans versus outright grants? A survey of the interested target segment is needed to address these issues.

o Monitoring the Recruitment Process of Purveyors

One concern we have, based on our research to date, is that there are many teenagers who are expressing interest in trips to Israel and are requesting material but never taking any steps beyond that. Are these prospects being nurtured effectively? Are presentations to them well done? Is there effective follow-up?

At what point in the recruiting process are individuals being lost and why? Is it after receiving brochures, after open houses, after a Shaliach talks to the parents, etc.? We recommend dealing with all the organizations recruiting in a single locale (Philadelphia is one possibility). We would interview participants, dropouts, and recruiters. At issue are:

- o what gaps exist between the perceptions of the recruiting organizations and the target market?
- o what circumstances or barriers intervene?
- o what are those choosing not to participate doing instead?

There may well be other important research questions that arise as the Resource Center implements the other program elements outlined in this document. It is therefore important that individuals with a strong research expertise participate in all Resource Center planning and review meetings.

APPENDIX: SUMMARY OF RESEARCH



Introduction

The following summaries of the summer Israel programs we reviewed describe the programs offered, report the growth history of each program, describe the marketing techniques currently being used, detail the major obstacles to program growth as seen by program directors and lists steps offered by some of those we interviewed to stimulate the growth of their programs.

We do not critique the marketing efforts of each program in the report. In order to achieve maximum cooperation in setting the initial interviews for this study we promised a report that would not be a critique or evaluation of the specific efforts of those we interviewed, but would instead develop general recommendations as to how to strengthen their efforts.

For the most part, these interviews served primarily to educate the Ruder Finn & Rotman team as to the scope of programs and marketing efforts now in place. Our recommendations offered in this report grow out of fundamental marketing gaps we perceived in the interviews. We also based our recommendations on the need to help as many programs as possible with a limited budget.

ORGANIZATION	TYPE OF PROGRAM	PRESENT ENROLLMENT	GROWTH RATE LAST 5 YEARS	ORGANIZATION	PRESENT LIMITS TO GROWTH	PRIMARY TARGET AUDIENCE	MOST EFFECTIVE MARKETING STRATEGY
BBYO	Summer	300	?	BBYO	?	Membership	Presentations at camps
REFORM	Summer	1500	Moderate	REFORM	2000	Membership	Presentations at camps/synagogue
USY	Summer	684	Moderate	USY	None	Membership	Presentations by Schlichim/USY professionals
YOUNG JUDEA	Summer/1 year	220	Limited/stable	YOUNG JUDEA	None	High school age youth	Local meetings for parents & children
NCSY	Summer	180	Limited/stable	NCSY	None	Leadership in NCSY	Presentations at retreats & weekend activities
RAMAH	Summer	710	Moderate	RAMAH	?	High school youth & family	Recruitment of Ramah summer camp members
MUSS HIGH SCHOOL	School/ 1 quarter	812	High	MUSS HIGH SCHOOL	1080	High school youth	Presentations at schools by local Director of Admissions
MASADA	Summer	750	High	MASADA	?	High school youth	Open house and advertising in NYT
AZYF	Summer	6000	Limited/stable	AZYF	?	High school and college age youth	Open houses by Schlichim and AZYF professionals and advertising in NYT
YOUTH ALIYAH	1 year	303	Limited/stable	YOUTH ALIYAH	None	Sons/daughters of Israelis + Jewish students in public schools	Presentations at schools
HILLEL	3 weeks +	200	High	HILLEL	None	College students	
UNIVERSITY PROGRAMS	1 semester +	1424	Moderate	UNIVERSITY PROGRAMS	None	College students	Personal meetings with students, faculty and school administrators
KIBBUTZ ALIYA DESK	1 month - 1 year	2/20	Limited/stable	KIBBUTZ ALIYA DESK	4000	18-27 year olds	Recruitment on campus
SAN FRANCISCO BJE	Summer	175	Limited/stable	SAN FRANCISCO BJE	240	Kids affiliated with Synagogue	Through Synagogue
NATIONAL SEMINAR ON YOUTH AND THE ARTS	Summer	21	Limited/stable	NATIONAL SEMINAR ON YOUTH AND THE ARTS	24	High school students interested in arts	Telephone follow-up to requests for information

* includes students recruited elsewhere but whose travel is facilitated by AZYF

High growth = more than 10%/yr. for last 5 yrs.
Moderate growth = 3-9% over last 5 yrs.
Limited growth/stable = less than 2%/yr. over last 5 yrs.

NATIONAL PROGRAMS RECRUITING PRIMARILY FROM A MEMBERSHIP BASE

B'nai B'rith Youth Organization

The B'nai B'rith Youth Organization is a non-denominational movement, a secular fraternity with approximately 25,000 members of high school age. Travel to Israel consists of a variety of summer programs, all variations on the same basic theme:

- o A program involving a 6-week week tour of Israel
- o A 6-week tour of Israel with one week on a Kibbutz
- o A 6-week tour of Israel with one week on an archaeological dig
- o A 6-week tour of Israel with one week of camping

Of these options, the Kibbutz Plus tour is the most popular. A major attraction of all four is the "youth-to-youth" program where participants come into contact with BBYO members in Israel.

The summer program began in the 1950s but participation remained at a low level until about 10 years ago. Since then, support has been building steadily, increasing from 80 participants at that time to a current figure of over 300. This is still a very modest number compared to the size of the membership.

Recruitment is entirely through its own membership and is primarily by word of mouth. A monthly newsletter dealing with information about Israel and experiences there is offered free to any member expressing an interest. Members may also recommend other members. In early December a brochure on the summer programs with an application is mailed to all members. This brochure also covers B'nai B'rith's special summer national leadership training camp. Participants are encouraged to go to Israel in the summer following the camp program and approximately 100 out of the 200 campers do go.

BBYO is divided into 39 regions, each with its own staff.

What counts:

1. The quality of the local staff and programs
2. If the staff went to Israel

Israel Experience Marketing Project

3. Returnees who encourage friends and especially national leadership youth.

A higher percentage of members tend to come from the Midwest and South, with the West Coast having the lowest proportion.

Those we spoke to who are involved in marketing the B'nai B'rith summer programs felt that the major obstacles include:

- o Money. \$500 scholarships are offered, but total cost including all expenses is \$3,000+. Many never apply because the cost seems out of reach.
- o Parents. Many have never been to Israel and know little about the country. They see no reason to spend thousands to send their child to Israel. Fear of terrorism is a problem.
- o Work ethic. Many parents expect a 16-year-old to do something productive over the summer. So even a family with a "6-figure income" refuses to spend \$3,000 to send their teenager on a vacation. They tend to feel in particular that their son should be working. This may be one reason why more girls than boys go.

B'nai B'rith summer program directors believe that:

- o Significant scholarships that could be broadly advertised would have the greatest impact on increasing the number of participants
- o In addition, if money were available, better marketing could be achieved by letters and brochures sent to parents, along with videos or at least slide shows for presentations.
- o Finally, more money available for staff travel to Israel "would be a real positive."

National Conference of Synagogue Youth

National Conference of Synagogue Youth (NCSY) is the Orthodox counterpart of NFTY and USY. Membership is about 10,000 youths between the ages of 14 and 18. NCSY uses

social, cultural, and educational experiences to inspire a commitment to Judaism. It is both a conventional youth movement of chapters, offices, weekend activities, etc., and an outreach entity that targets marginally affiliated and unaffiliated youth.

NCSY runs a number of programs to Israel, including:

- o Israel Summer Seminar (\$2,230) -- A 6-week touring and educational program.
- o Yachad (\$1,700) -- A summer tour program for disabled students (by invitation only).

Enrollment in the summer seminar has increased from 80 last year to 180 this year. The program has been in existence for 12 years but has suffered from a lack of continuity. It is administered by a Shaliach whose tour of duty is only 2 to 3 years. So by the time the proper administrative and marketing skills are acquired and personal relations built with regional directors and chapter offices the emissary returns home and the process begins anew.

Marketing is achieved first through brochures. In November, 20,000 brochures were sent to Yeshiva and public schools, synagogues, regional directors and chapter offices, participants from last year, and those who asked last year but did not go. Advertising in the Jewish press was tried and "did not work." In addition, the Shaliach contacted the Regional Directors and Chapter Presidents and asked them to promote the program locally. A \$100 rebate was offered for those who applied early.

NCSY also has a number of effective, long-term programs ranging from 6 months to one year. For the sake of simplicity and comparative purposes the focus here is on the shorter term.

NCSY also sponsored a number of innovative programs engaged in outreach:

- o LITE or Long Island Tour Experience is an attempt to recruit more from a specific local source such as a school class and has reached its full capacity of 35 in its first year.
- o JOLT is a 6-week tour of both Europe and Israel and has an enrollment of 20.

Israel Experience Marketing Project

- o Jerusalem Experience, a \$250 8-day trip to the Holy Land targeted entirely on youths having no affiliation with synagogues, Jewish youth groups, or Hebrew schools. Recruitment was achieved by advertisements in local New York publications, e.g., Forest Hills Gazette, Riverdale News, etc. There were 200 inquiries, 60 were interviewed, and 29 went. Presently a contingent from Miami is being sent having been successfully recruited from 2 ads in the Miami Jewish Tribune. NCSY believes that such low-cost, short-term programs can function as an extremely effective vehicle for involving and introducing Jewish youth to Israel.

The obstacles to growth reported by NCSY are basically the same reported by others:

- o Money is the major problem. Membership is generally not affluent.
- o Knowledge of Israel. People do not know very much about Israel, just what they hear in the press; therefore, they have an image of a militaristic society, magnified by fears of terrorism.

North American Federation of Temple Youth

Youth travel within the Reform Movement is conducted through the North American Federation of Temple Youth (NFTY) which also conducts meetings, camps, regional conclaves, and national conventions. The organization contains 30,000 members of high school age of which 10,000 are "hard-core, heavy participants."

Most travel to Israel occurs as part of the summer program, of which there are 5 possibilities (all cost \$2,575):

- o NFTY Israel Academy
- o NFTY Israel Safari
- o NFTY Mitzvah Corps
- o NFTY Archaeological Dig

All are fundamentally the same 40-day tour with slightly different emphasis. Enrollment has been increasing steadily and this year should reach 1,500. While this is a relatively large number it is still a small percentage

of the eligible members. Almost all of the participants are drawn from the membership, with only 5-10% unaffiliated youth joining up because of word-of-mouth or because friends were going.

Marketing is achieved through networking. First the national organization encourages synagogues to recruit participants, with perhaps as many as 80% coming from this source. Second, presentations are made at Temple Youth groups using rock music and videos. Third, regional advisors consider recruitment for trips an integral part of their duties and results are published every year. Fourth, lay leaders are urged to provide scholarships.

Brochures are sent to all the parents and to all kids. Liaisons are present at each confirmation. The total marketing budget is approximately \$50,000.

As with BBYO, members are enthusiastic about doing things together and taking trips through the organization. For instance, 7,000 attended 9 summer camps.

Obstacles to program growth reported by NFTY summer program markets are:

- o Program cost itself is not a major factor because ample scholarship money seems to be available. Opportunity cost deters some, since by staying home, kids can make between \$800 and \$2,000.
- o Parental fears are often fanned by older (40+) friends or relatives outside the immediate family who have not been to Israel themselves. To the kids, the allure is "mystery, romance, getting away." To the parents, what matters is "health, safety, security." Parents want accountability, someone to turn to 24 hours a day 7 days a week. In this regard, the local Rabbi is ideal.

Ramah

The conservative youth movement has two organizations: USY and Ramah. On the whole, Ramah is more day school-oriented and educationally intensive, and USY is more socially-oriented and tied to synagogues. Ramah operates a number of programs:

Israel Experience Marketing Project

- o Ramah Seminars in Israel -- 2 6-week study-tour programs
- o Tichon Ramah Yerushalayim -- A one-semester school program for 11th graders
- o Ulpan Ramah Plus -- A one-semester work and study program for 12th graders
- o Ramah Israel Institute -- A 2- or 3-week family tour-study program.

Participation in the Ramah Summer Seminar is holding at about 300. The vast majority of all participants (250) are youths having finished their junior year in high school who have graduated from the Ramah Summer Camp Program (approximately 3,000, ages 8-15) for which a trip to Israel is seen as a culminating experience. Some attempt at outreach has been made through local BJEs, but to date success has been limited.

Tichon Ramah Yerushalayim is a school-to-school program where a whole class or a large portion of it is transplanted to Israel for a semester. Success has depended on establishing a special relationship with principals of Jewish High Schools in the U.S. and Australia. Further growth beyond the present size of 75 per year would require that more such relationships be established.

Ulpan Ramah Plus accepts youngsters in 12th grade who have completed credits for high school graduation. Participants spend 2 months on a Jerusalem campus and 2 months on a communal settlement. The majority of students are from 2 day schools with additional "independents" joining the group. Recruitment to increase numbers is being undertaken through BJEs, Federations, and contact with 12th graders who have been to Israel on other programs. Enrollment to date is approximately 65 per year; the goal is to increase to 150 per year.

The Ramah Israel Institute is a family-based study program recruited primarily through synagogues in North America. In recent years it has grown from few in number to about 350.

These Ramah programs represent an attempt to fill a niche involving intense educational and religious experience

without an Orthodox overlay. Growth has been impeded by a lack of local knowledge on the part of professional educators in local communities regarding the trends of programs Ramah sponsors, as well as a perception of the program as purely denominational.

There is one primary obstacle reported by the person we spoke to in the Ramah organization:

- o Money. The camps furnish a natural, committed recruitment pool, perhaps 85% of which would like to go to Israel. For 70% of these camp graduates money makes a difference, suggesting that increased financial aid is the most immediate way to raise enrollment.

United Synagogue Youth

Membership in the United Synagogue Youth (USY) is 17,000 and is confined to high school age youth. USY members attend meetings, conventions, camps, and so forth throughout the year. Like BBYO and NFTY, USY is divided into regions.

Travel to Israel revolves around a 6.5-week summer tour or "Pilgrimage." In 1987, 659 kids will participate, which is the second highest ever, up from 491 in 1986 and 608 in 1985, and exceeded only by the summer of 1967.

Many of the same recruitment patterns found in other programs exist in this one too. The sex ratio of girls to boys is 3:2. Recruitment is primarily through word-of-mouth, in part facilitated by reunions held at conventions.

Obstacles reported by the USY representatives we interviewed:

- o Money. Not enough scholarship or financial aid is available.
- o Apathy. For many, motivation for travel to Israel is lacking for members and parents.

USY believe that recruitment could be improved by:

1. More financial aid (the single most important factor).

Israel Experience Marketing Project

2. More Shlichim or local recruiters to make presentations and deal with fears of parents.
3. More audiovisual materials.
4. A more sophisticated use of graduates/returnees.

Young Judea

Young Judea is the youth arm of Hadassah and has about 5,000 members between the ages of 15 and 17. Travel to Israel involves three separate programs:

- o Leadership training (\$2,425) -- An elitist, highly selective program six weeks long, confined o those active in the movement. This year 60 are enrolled, and if the number is much higher it becomes "unmanageable."
- o Regular tour (\$2,425) -- Involving travel to a Kibbutz and hiking for six weeks in the summer. This year 43 are enrolled, but room exists for at least three times as many.
- o 10-month work-study program for high school students (\$3,680), with part of the time to be spent on a Kibbutz. This year 120 are enrolled.

Numbers have been fairly stable through time, as have recruitment methods. Word-of-mouth predominates, especially for the leadership program. Also the program administrator travels to meetings around the country and gives talks about traveling to Israel. Outreach is achieved through 6,000 to 7,000 brochures distributed in lobbies of JCCs, in synagogues, and Israeli fairs; and ads for the regular tour of 10 months or a program placed three times a year in Hadassah Magazine. Additional advertising is placed in Jewish newspapers.

For the regular tour about 30 of the 43 kids are non-members. About 15 of these kids come in through advertising in Hadassah. The other 15 non-members come in through recommendations by friends. Advertising in Jewish newspapers brings in "very few." Given that the circulation of Hadassah Magazine is 350,000, 15 or so participants recruited through that channel represents a

very modest success. A key attraction of the Hadassah program is that it is non-denominational.

Obstacles to growth as seen by Young Judea administrators are:

- o Money. As is true for all of the programs, the Hadassah summer trip is seen as a luxury. Given the Zionist ideology of the movement it is not surprising that, "Every kid and his brother wants to go," but many lack the money, particularly single parents. Some scholarship money is available, but it is not enough. Furthermore, many never seriously consider the program because of its cost, and therefore never learn about possibilities of financial aid.
- o Parents. Young Judea places its greatest emphasis on the 10-month program because it is far more likely to result in immigration to Israel. But parental resistance increases dramatically with length of program. Parents feel the separation is too long, that it will "mess up their child's career," and furthermore, that they might come back a religious fanatic, or make aliyah and never come back at all.

NATIONAL PROGRAMS NOT RECRUITING PRIMARILY FROM A MEMBERSHIP BASE

American Zionist Youth Foundation

The American Zionist Youth Foundation primarily acts as a resource to promote and organize programs in Israel of all lengths, ranging from six weeks to one year. In this vein, AZYF also works diligently as an educational resource promoting and developing specific community programs.

In terms of "selling" Israel programs, AZYF has two functions. On one hand it acts as a "wholesaler" or facilitator for a variety of programs across the nation and in that capacity sends 6,000 young people a year to Israel. This function may be as "simple" as providing travel arrangements for programs recruited through national or local organizations, or it may involve an entire spectrum of activities, from providing advice to designing and printing brochures. On the other hand, AZYF also has a "retail" function of providing its own set of travel programs with the difficult objective of reaching the unaffiliated. It is this latter function that will be the focus here.

This past summer, AZYF offered two basic types of programs:

- o Israel Summer Happening -- a 6-week program which takes a historical rather than simply a geographical approach to touring. Thus, students are better able to appreciate and understand the various sights and locales they visit during the summer.
- o Yedid on Kibbutz -- 3 weeks of Kibbutz life combined with 3 weeks of touring. The Kibbutz component pairs up American teens with Kibbutz youth of a similar age and attempts to integrate the Americans as fully as possible into Kibbutz life. Touring follows the same sort of historical approach employed by ISH.

For college students, particularly those with limited Jewish backgrounds, the offerings included:

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- o Adventure on Kibbutz -- Active participation in many facets of Kibbutz life is the hallmark of this program. The 40-day program combines 3 weeks of touring with 3 weeks of work and involvement in this special social experience.
- o Hebrew University Archaeology -- A unique opportunity, combining a comprehensive tour and a 3-week assignment, as part of a scientific team, conducting important archaeological digs along the Mediterranean coastline. This exclusive program allows actual physical involvement in the dig, as well as formal lectures on methodology and history.

This year's advertising budget was cut back to \$11,000 (from an initial allocation of \$30,000). Nearly half was spent on advertising in the camping section of the Sunday New York Times Magazine. The remaining moneys were allocated to Shlichim (principally, the Shaliach in Los Angeles) to be used in local media such as Jewish papers read by the affiliated. The severe cutbacks in budget make it virtually impossible to determine the impact of such advertising.

Help from the AZYF Shlichim has been uneven depending on their personal commitment and agendas. Most marketing is by word-of-mouth and open houses.

Priorities for marketing these programs in 1988 include:

1. More innovative programming along the lines of new offerings of this past summer.
2. Better trained (in terms of salesmanship) and more directly accountable local representation.
3. More aggressive recruiting tactics, especially when targeting public high schools.

Hillel Foundation

The International Office of B'nai B'rith Hillel Foundations, based in Washington, D.C., is the umbrella organization for over 100 local Hillel Foundations and approximately 200 Hillel Counselorships (these have only part-time, often volunteer directors/advisors) located throughout the U.S., as well as approximately 30 Hillel

Israel Experience Marketing Project

Foundations in other countries. The International BBHF office sponsors a variety of short-term trips to Israel for college students (including graduate students) during the winter and summer school breaks. This past summer's trips were under the rubric of "Create Your Own Experience in Israel," whereby students could select as many of the 9 offered programs as fit their interests, available time, and resources. Seminars included:

- o Explore the Land -- A 3-week seminar tour of Israel -- the most popular program.
- o Nature Experience -- Learning about the history and geography of Israel while hiking, snorkeling, and exploring in southern Israel.
- o Kibbutz Experience -- Working and living on a Kibbutz for a minimum of 3 weeks.
- o Volunteer in a Development Town -- Living and working for a month in an economically depressed town.
- o Jewish Heritage Study -- Learning about Judaism through studying Jewish texts and short field trips.
- o Jewish Law Student Network Seminar -- 3-week seminar/tour of Israel, introducing American and Canadian law students to the Israeli legal system.

As in past years, winter seminars are planned including:

- o Explore the Land -- A 2-week seminar/tour.
- o Jewish Law Student Network Seminar -- A 2-week seminar/tour.
- o Seminar for Students of Science and Technology -- A 2-week seminar/tour, discovering Israel and introducing students of science and technology to these fields in Israel today.
- o Student Leadership Seminar -- A 2-week seminar/tour for those with previous Israel experience who want a more in-depth understanding of Israel today.

Participation is about 300 per year by now. Six years ago it was 90 per year, and the number has increased steadily each year. The Hillel Foundation goal is to get as many Jewish college students, of all ages and careers, to visit Israel -- at least once -- and to think about what is happening there.

Most marketing is through word-of-mouth from past participants and recommendations of local Hillel staff, augmented occasionally by community Shlichim or local AZYF student reps. A number of problems exist. A high proportion of those students participating are graduating seniors, and so their influence on other students tends to get lost. There is little national control of the local Foundations so national objectives and priorities get reinterpreted on the local level. Local staff and Shlichim vary greatly in their ardor for these programs. Enthusiasm on the local level is critical.

Displays are set up in student fairs, and programs are advertised in local newspapers, campus papers, and the Anglo-Jewish press (which has had the least effect of the three). In addition, federations and synagogues are effective at reaching students, especially those living at home.

Group size is limited to 38 for seminar tours, smaller for Volunteer and Kibbutz programs. Rarely has the group turned away participants.

Obstacles to growth reported by the Hillel Foundation are:

- o Lack of knowledge. This is the major obstacle. Most students never see or hear about these programs.
- o Perception of Israel as an armed state and a dangerous place.
- o Apathy or lack of interest.
- o Expense. These programs are not very expensive, typically less than \$2,000, but most students do not have an excess of funds and see the summer as a time to make money and not spend it. There are a few national scholarships available, especially for the specialized career program. A few communities and local Hillel Foundations do offer subsidies.

The Hillel Foundation representatives we contacted felt that program growth could be stimulated by:

- o Directories of programs and of financial aid available to students.
- o Subsidies or scholarships.
- o "Traveling salesperson" who would tour college campuses promoting the programs.
- o Local students whose part-time job it would be to promote the programs.

Kibbutz Aliya Desk

The Kibbutz Aliya Desk is an umbrella organization offering a variety of Kibbutz programs for ages 18 and up. The trend has shifted from immigration to visiting, but 20,000 youth visiting Israel spend at least a day on a Kibbutz and may spend up to a year. The most popular programs are for those ages 18 to 35:

- o Kibbutz Ulpan (\$725-\$875) -- A 3- to 6-month work/Hebrew language study program. Enrollment is 1,000-1,200 per year.
- o Temporary Worker on Kibbutz (\$725-\$875) -- Kibbutz living from one month up to one year. Enrollment is 600 per year.
- o Short Summer Ulpan on Kibbutz (\$1,245-\$1,350) -- An 8- week program of work-language study on a Kibbutz plus one week touring. Enrollment is 200 per year.
- o University Credit with Kibbutz (\$2,200-\$2,465) -- This program combines two months on a Kibbutz with university courses. Enrollment is 120 per year.

Despite the popularity of these programs, enrollment has been stable at about 2,300, plus or minus 5%, for the last 5 years. Presently, capacity for at least 3,000 participants exists. Two problems are that transients are not popular with many Kibbutz residents, and also that the peer age group is under represented on most Kibbutzim because they are in the army.

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The marketing framework consists of Kibbutz Shlichim plus local representatives, often unpaid. Since they are frequently untrained in marketing techniques, one cannot expect any major marketing breakthroughs. Especially difficult has been reaching students not ideologically motivated.

Word-of-mouth remains the primary source of recruiting. Its efficacy can be seen in the fact that although excess capacity exists, some individual Kibbutzim are always full.

The marketing budget is approximately \$40,000, most of which is devoted to the production and distribution of brochures. There is some advertising in student newspapers, but insufficient funds have been expended on this item in order to reach substantive conclusions.

Masada

The Masada programs are sponsored by the Zionist Organization of America. A few of the participants are members of the Masada Youth Movement but most are unaffiliated. A diversity of summer programs for high school age youth are offered, each six and a half weeks long and variations on the theme of touring Israel:

- o Teenage Tour (\$2,400) -- "See Israel and spend a week with Israeli peers."
- o Masada Kibbutz Program (\$2,100) -- "Tour Israel and spend two weeks working on a Kibbutz."
- o Masada Institute for Water Sports (\$2,400) -- "See Israel and spend two weeks learning to scuba dive."
- o Maccabi Institute for Sports Training (\$2,400) -- Touring plus developing skills in soccer, basketball, and tennis.
- o Leadership Training Course (\$2,400) -- A mixture of touring and seminars on the Holocaust, Zionism, and the Diaspora.

Enrollments have been increasing steadily from 444 in 1984 to about 750 in 1987, except for a big drop in 1986. The

programs in decreasing order of popularity are: Kibbutz program (N=160), Teenage Tour (N=150), Scuba program (N=120), Sports program (N=110), and Leadership Training (N=80). The scuba program, with two weeks on the Red Sea, where you "receive an internationally recognized diving certificate," is the fastest growing.

The target for these programs are upper middle class Jews. Like AZYF they advertise in the camp section of the Sunday New York Times Magazine. This confers credibility and gives people an initial idea of the program. Advertising is also placed in student newspapers and yearbooks where the cost (about \$40) is minimal.

Most of the recruiting is through word-of-mouth, where people hear about the program, call up, and ask for an application. Masada has tried to amplify the effects of past participants by giving each a video of the trip in the hope they will show it to others. It is the director's belief that 70% of their participants shop around before they apply, comparing the various programs.

Each year Masada distributes about 15,000 brochures and also holds orientation meetings through JCCs. The program is headed by a national Shaliach, and local Shlichim are integral to the marketing effort. They run the orientation meetings and soothe distraught parents. Unlike the Shlichim working with AZYF and the Kibbutz Aliya Desk, they are responsible only to ZOA. The total marketing budget is \$45,000, of which \$15,000 is used for production and distribution of videos.

The ratio of girls to boys is 5:3, and in late spring they begin to turn girls away from some programs. To date success has been geographically concentrated: this year 400 of the participants are from the New York metropolitan area and another 200 are from Pennsylvania and Maryland. Between 50% and 70% of the parents have been to Israel, and 10% are former Israelis.

Obstacles reported by the Masada administrators:

- o Parents who want their child nearby or say, "What's the advantage?" or, "Why this year?" Money is not a significant issue except for single parents.
- o Fear of the unknown for both parents and their offspring.
- o Reaching the unaffiliated -- a need for mailing lists.

Muss High School in Israel

The Alexander Muss High School program is an 8-week accredited program for high school juniors and seniors focusing on the study of Western Civilization. It is given 5 times a year and the cost varies from \$2,600 in September to \$3,600 in June. The program is non-denominational and 25% non-Jewish.

The Muss High School program began in 1973 by marketing through synagogues. It was not successful; other Rabbis saw it as competition -- either they could or were doing better. Therefore, emphasis was switched to public schools and the program has been expanding ever since. This year 880 students will participate.

Marketing uses networking rather than advertising for penetration. The Director of Admissions (D.A.) is the key. First financial assistance is obtained from the local Jewish community to help pay the salary and expenses of the local D.A. and scholarship money from the Joint Program for Jewish Education (Israel) and from the local community. Second, the D.A. is selected by the national office. All are women in their 40s, "pseudo-mothers" who can relate effectively to all essential parties. The D.A. provides a local support system to parents, kids, and school. She is trained by the home office (what to say, how to dress, how to deal with difficult situations, how to make presentations), but takes about a year to become truly effective.

Market penetration involves three audiences, each receiving a different message. To schools, the problem is getting in the office of supervisor or principal; therefore, the D.A. uses local contacts to open doors. Academic credentials of the program are stressed. Membership in key professional organizations is important, such as the National Association of Secondary School Principals. The program is made as non-threatening and easy as possible for school officials; for example, local teachers are hired for individual instruction prior to departure. Public school cooperation is critical because program presentation works best if it reaches students through the classroom.

To students the D.A. stresses challenge, excitement, and fun. Wherever possible, recommendations by other students

are used. The presentation is finished by having students take action and initiate the application process by filling out a short form.

To parents, the D.A. stresses the quality of the program, how it increases the chance of getting into a better university, that it is a growth experience, and that it is excellent preparation for going off to college. Parental separation anxiety is dealt with by having a local representative, someone they can trust, take personal responsibility. Also institutionalized is a process where the D.A. reports each week on the progress of the child in Israel.

Wherever possible, news releases about the program or activities of the D.A. are utilized. Total marketing costs to the home office come to about \$500 per student.

The program contact we spoke to felt that program growth would be further stimulated by:

- o Funds to bring D.A.s together for a "national sales meeting" for training, motivation, support, and to share insights.
- o Funds to take D.A.s to Israel (80% have never seen the program).

University Programs

Travel to Israel for the two main university programs has increased from 988 participants in 1983 to 1,434 participants in 1987, representing a 45% growth over the last 5 years.

YEAR	1983	1984	1985	1986	1987
Hebrew U.	581	685	608	730	820
Tel Aviv U.	247	312	306	329	379
TOTAL	988	1280	1159	1280	1434

Two universities account for about 80-85% of the students and the proportion is quite stable. Most of the students

are enrolled in special programs given in the English language: Judaic Studies, Israeli studies, Holocaust Studies, etc. The majority are in one year programs and most of the remainder stay in Israel for only a single semester. There are approximately 200 graduate students.

There seems to be a clear preference on the part of American students for single semester programs. At Tel Aviv University one semester programs have been a great success and other institutions have begun to offer them as well. Partly the appeal lies in the fact that 5-6 months is perceived as entailing much less of a commitment a priori than a whole year (to both students and parents) and partly because a single semester is regarded as less of a career impediment.

Cost is about \$7,500/year with \$3,000 maximum financial aid available, based largely on need. It should be noted that \$4,500 and even \$7,500 compares very favorably with the cost of private universities or colleges in America where total annual costs can run \$18,000.

Families with a strong Zionist orientation are one primary target of these programs. This is a small audience and not growing rapidly. Another key target segment are students who have previously visited Israel as part of a teen travel program. Successful expansion of the teen travel programs can translate directly into successful expansion of the recruiting for university programs.

Marketing is presently achieved through Shlichim, representatives from Hillel and the University Services Department. In the case of Hebrew University, six regional representatives aid the New York office in recruiting. Some referral have been derived from making others, such as community and movement Shlichim, aware of university programs. Israeli faculty on sabbatical in the U.S. give lectures and sometimes ignite interest. Membership in the National Association of Foreign Student Affairs has proved useful since students come to other members for counseling.

Cooperation from Study Abroad Offices is critical especially for Junior Year Abroad programs. This cooperation is achieved by means of personal contacts and by arranging for travel to Israel to see programs in action. One increasing problem is a proliferation of

Israel Experience Marketing Project

programs each with their own rep clamoring for the attention of the same campus office. In a few cases this lack of coordination has resulted in a cessation of cooperation by the university office.

Returnees, students who have completed the program are another important resource. Most of those who apply have talked with someone who has been through a similar program, a friend, relative, or acquaintance. If no returnees are present on campus recruiting is far more difficult. Related to this is a "critical mass" effect. If the ratio of Jewish students and faculty is large, recruiting is greatly facilitated. American Faculty who have taught in Israel are also an important resource, and in an increasing number of cases take students with them for short or long term study.

Advertising is placed in the New York Times (cost \$7,000 - 200 responses), and another \$10,00 of advertising is placed in campus magazines and student papers (success unknown). Brochures and posters cost \$10,000/year. Two videos, one 5 minutes and the other 25 minutes, have been developed. An \$8,000 portable display has proven especially effective. Hebrew University does not regard advertising in the New York Times cost-effective and instead prefers ads in student newspapers in conjunction with lectures/presentations.

In general fliers sent to Study Abroad Offices, Federations, Synagogues, Hillel Foundations, and specific academic departments constitute the main channel of furnishing initial information about programs. In the case of Hebrew University 18,000 fliers/brochures are sent out every year which result in approximately 7,500 requests for additional information, and 1,500-1,800 applications. However few apply without direct personal contact with university representatives so continual travel to campuses is a necessity.

Up to 30% of the students are rejected, usually for academic reasons.

Obstacles reported by those involved in running the University recruitment efforts are:

- o Money. Tuition in Brooklyn and Queens College is \$1,700/year. For many students, however, cost is more of an excuse than a genuine barrier.

- o Career concerns. Especially a problem with professionally oriented students who cannot get sufficient credit for courses taken in Israel.
- o Apathy.
- o Universities in the U.S. As cost and revenues loom as an ever larger issue for American Universities enthusiasm on their part for sending students overseas for a year or even semester wanes appreciably. In this sense the more successful the program the more of a threat it becomes.

Youth Aliya

Youth Aliyah began as a highly successful attempt to rescue and provide a home for Jewish children in Europe, Asia, and Africa. In the U.S. it has evolved into a one-year educational program in Israel for high school students taught in English.

Last year 303 students participated, 103 of which were Orthodox recruited by the local Orthodox community. There is capacity for about twice as many, but the central problem is not numbers so much as quality. In the past, problem kids tended to participate: those from broken families that no one wanted, that were failing school, were sexually involved, or on drugs.

This year students are evaluated on the basis of grades, psychological interviews, and recommendations to select those with at least a B- average, that are self-motivated, and want to go for positive reasons.

One marketing method that works is a pairing between a local community in the U.S., for example Philadelphia, Los Angeles, or San Francisco and a community in Israel. The kids are more familiar with one another and a support group exists for parents.

Another successful technique is to arrange trips to Israel for supervisors, principals, and educators. It is an investment that furnishes letters of recommendation and facilitates access to the public school system.

If money is available, discounts offered parents to visit Israel midway through the year diminishes parental resistance.

Obstacles to growth mentioned by Youth Aliya representatives:

- o Parents do not want separation. Resistance rises exponentially with duration of separation, and a year seems too long.
- o Lack of local representatives. Someone from the local community is needed to act as shock absorber.
- o Day schools see dwindling enrollments and view the program as competition.
- o Rabbis/synagogues provide no support.



LOCAL PROGRAMS

Jewish Welfare Boards

Many communities perceive the need for a community trip, one in which kids from the same community could participate as a unit, and would be available to bring that experience to local programs and activities. Presently of the 120 Jewish Community Centers, 25 organize a trip to Israel. A major problem is to avoid competition with other locally sponsored those sponsored by BJE's.

One national program that many Jewish Community Centers are involved with is Summer Experience in Israel, a 36-day study-tour. This year there were 230 participating. Another program, Lets Go Israel, combines touring with 3 weeks on a Kibbutz and is provided in conjunction with AZYF and the United Kibbutz movement. This year there were 220 participating in that program. These programs have been in operation for 10-11 years and enrollment has been fairly stable ranging from 400 to 500. Several metropolitan centers organize their own community trips designed particularly for them, i.e., Philadelphia and Chicago. These programs account for another 150 to 200 participants.

JCCs are also used as enrollment resources in programs sponsored by NFTY, USY, MASADA, and AZYF. In San Francisco and St. Louis a camp counselor-in-training program has been offered to a small group of participants (10-15).

Word-of-mouth is the primary marketing technique. Supplementing this are posters, displays, newsletter stories, brochures, and presentations at activities such as day camps. Some centers sponsor an "Israel Day" that serves to focus attention on Israel and ways of traveling to it.

Primary motivation for participants is what they have heard, an opportunity to be free to be more on one's own, and generally have a good time. Many join in conjunction with friends. Frequently in such a coterie of friends one set of parents will be convinced first, and they will in turn convince the other parents. Also of primary importance is support within the local Jewish community of rabbis and key lay figures.

Israel Experience Marketing Project

Major obstacles include:

- o Security. A major issue especially for parents who have not been to Israel.
- o Conversion. Many parents, especially those minimally observant, are afraid their child will return "a fanatic."
- o Aliya. Concern that child will be bombarded with propaganda while in Israel.
- o Expense. Really often a secondary issue, but used as a first line of resistance: "It's too expensive," so as to avoid more embarrassing concerns listed above.

Structural obstacles include:

- o Continuity. Center Schlichim and/or Center youth workers change every two or three years, reducing continuity.
- o No youth movement within the center movement. Consequently contact is more intermittent and recruiting is more difficult. Also use of returnees is not maximized.
- o Competition with camps. Camps are in need of junior counselors, and anyone traveling to Israel will not be a counselor that year. An attempt has been made to deal with this problem with a 2-year Counselor in Training program, but participation has been very limited thus far, in part because an acute shortage of camp staff has fostered short-term solutions.
- o JCC members are often marginally affiliated. They do not see the importance of intensive Jewish experiences.

Chicago

While working at the Chicago BJE, Charles Herman has operated a small arts-oriented summer study/tour program, the National Seminar in Israel for Youth in the Arts. Cost is \$3,250. It traces the development of Jewish

culture, beginning in the desert, for two weeks. Two weeks are spent in the Galilee area and two weeks are spent in Jerusalem. Program content consists of a combination of the study of Judaism, touring of Israel, and workshops in the arts. The object is to meet the needs of marginally affiliated as well as committed Jews by exposing them to a diverse group of Israeli artists and educators presenting their responses to the evolution of Jewish culture. The programs emphasizes questions rather than answers.

Past Seminars have been limited to ages 15-18. Enrollment has been stable at between 20 and 25 (1985 -- 20 participants; 1986 -- 24 participants; 1987 -- 21 American participants and 7 Israeli participants). Marketing has been hampered by budget limitations (about \$2,000). Recruitment is achieved through listing in the AZYF program brochure, approximately 1,000 letters sent to every Jewish high school in the country (both part-time and full-time), and letters to art high schools. An ad was placed in Jewish Week for two weeks when the Seminar was launched in 1985.

Last year the Seminar received 150 responses, about half through word-of-mouth (based on the Seminar's growing reputation within the Jewish community), and the rest from AZYF and the mailings. Last summer, three excerpts from a one-hour documentary were shown on three monthly episodes of "The Jewish Television Magazine," a nationally syndicated program, and to date, 8 inquiries have resulted. Future plans include airing the one-hour program on public TV stations and distribution to Jewish organizations.

In the past, each respondent was sent a packet of materials including an application, itinerary, and two newspaper clippings. Admission is selective, requiring two recommendations, six essays, and an example of creative work. Each year, five to ten are turned away.

Now that additional Seminars are being offered for college and adult participants, under the auspices of a new and independent Institute, a color brochure will be developed and more intensive marketing and recruitment strategies will be implemented. (The name of this organization is the Institute for Creativity and the Arts in Jewish Culture).

The price of the program is high so as to provide scholarship money to those in need. Each year someone pays nothing, and 50% of the participants receive an average of \$1,000.

Obstacles:

- o Income. Many interested in program cannot afford it.
- o Lack of awareness of the program. Given the program's small size and limited marketing budget, visibility remains very low.

Los Angeles

In Los Angeles the Federation acts as a point of referral for all local Jewish organizations and agencies. As part of the Federation, a Committee for Israel Programming has been established to coordinate travel programs to Israel. One of their products provided on request is a directory listing sponsor, costs, dates, and a brief description of travel programs to Israel.

This summer 450 youth traveled to Israel, almost double the number last year, and slightly more than two years ago. Members of the committee had a unique overview of local travel programs, which ones have grown and which ones "wilted." Three of the strongest are:

- o Summer Ulpan run by the local BJE oriented toward the conservative movement and using as its recruitment base Jewish schools and synagogues.
- o Kibbutz programs have consistently recruited relatively large numbers of college students in the L.A. area.
- o AZYF has a regional office in Los Angeles and maintains a high profile in the community. AZYF programs appeal to a broader range and contain more unaffiliated Jews; many are siblings or friends of former participants or close friends who decide to go together.

Programs that have diminished in numbers have done so because of budget cutbacks and from a lack of continuity

(a Shaliach who was excellent but who left after 2 or 3 years, or a local director who moved on to a different job).

The Federation, in addition to organizing a committee to coordinate travel programs, has been fairly supportive financially of travel to Israel. Though a passbook savings plan was rejected in the Los Angeles Federation, it is possible to obtain grants of up to \$500 and interest free loans up to \$1,000 for travel to Israel based on need.

Promotional and advertising efforts to date have included:

1. Advertising in the Los Angeles Times, deemed very expensive and was only done once, but got a response
2. Advertising in college papers such as the UCLA Bruin, which has been cost-effective
3. Ads in high school papers, which were very cheap but had few results
4. Advertising in Jewish papers such as Jewish Journal with very limited success.

Promotional efforts have included posters, pamphlets, and Israeli expos and fairs. Direct mailing has been confined to returning kids and anyone calling up and requesting information.

The net result has been small groups with lots of information and large numbers with no information at all. Currently a concerted attempt at outreach has been made. By working through regional offices of the Conservative and Reform movements in Southern California, an attempt was made to develop policies and programs to encourage Israeli travel. In addition, awareness of Israel is expanded through writing Israel columns in local Jewish newsletters and through speaking programs at JCCs and elsewhere. Also, personal relations are cultivated between individuals in Los Angeles and Israel by contacting Ulem in Israel in from L.A. identifying counterpart institutions in Israel and including them in travel itineraries, and through arranging meetings between U.S. and Israeli teenagers.

Israel Experience Marketing Project

Major obstacles:

- o Geography. Israel is more removed physically and psychologically from the West Coast than the East Coast. In addition, many national organizations lack completely or bypass West Coast affiliates and focus recruitment efforts on N.Y. The climate of Israel has little to offer inhabitants of Southern California. Consequently its appeal must be based on tradition and heritage, which is notoriously weak among those in Los Angeles.
- o Expense. From California, travel to Israel is at least \$300 more, and some trips cost over \$4,000, a sizable amount to many parents with college expenses looming.
- o Parents. Most have not been to Israel, and partly as a result have exaggerated fears about risks involved, primarily revolving around a fear of terrorism.

San Francisco

The Bureau of Jewish Education operates an independent summer youth program. It is a six-week seminar/tour whose exact composition changes from year to year, but always includes a week of intense interaction with Israeli youth. Cost is \$3,300; however, extensive scholarship money (approximately \$30,000- \$40,000) is available so that, "No student is denied because of lack of funds."

Enrollment is stable: this year it is 175, last year it was 172. In 1982 they broke ties with AZYF and the Jewish Agency for a variety of reasons -- in part because of difficulties with bus accommodations and staff, in part due to a general inflexibility, bureaucracy, and demand for control of program content at the Israeli end. Presently an Israeli working 3/4 time handles local travel arrangements. Sometimes segments of NFTY programs are used. Travel is preceded by newsletters, extensive orientation, and followed by a survey of participants, and an all-day debriefing for staff and an afternoon session with a group of key participants.

Recruitment takes place mainly through Conservative and Reform synagogues and is supported by local Rabbis.

Partly as a result of this support, numbers did not drop last summer when fears of terrorism were most rampant. Word-of-mouth and reputation of the program help recruiting with both students and parents, as does support from lay leaders in the local Jewish community.

Parental anxieties are allayed by projecting an image of organization and competence, by local Rabbi and lay support, and by good communications with kids while in Israel. All staff carry beepers and there is a 24-hour answering service for parents. Recruitment begins with the kids. Using synagogues, they look for opinion leaders and try to recruit them first. Presentations are made employing slides and former participants. Past surveys of the local market suggested that motivation for traveling to Israel was based on an interest in travel, music, friendship, wanting to meet Israeli kids, and social interaction. Whereas religious experience is a significant by-product of a trip to Israel, the idea of going to Israel and "praying all the time" is a major turn-off, as is the possibility of being surrounded by "nerds." Therefore, critical to the recruiting effort is the image of the staff. They should be young, "turned on," social, and articulate.

Presently the program is "at capacity." Only affiliated kids are being reached. The Orthodox community has its own program. Tentative plans for outreach to the unaffiliated exist using social networks of Jewish youth, and possibly involving a combination Europe-Israel tour, but a necessary precondition is a value system that "Israel is important."

LIST OF ORGANIZATIONS CONTACTED AND INDIVIDUALS INTERVIEWED

- o Alexander Muss High School in Israel - Felice Traktman
- o American Zionist Youth Foundation - Ina Strauss and Reed Travis
- o B'nai B'rith Youth Organization - Dr. Sidney Clearfield
- o Cleveland Federation of Jewish Philanthropies - Barry Shrage
- o Hebrew University - Dr. Dov Friedlander
- o Hillel Foundation - Heidi Goldsmith
- o Jewish Education Service of North America- Fradle Freidenreich
- o Kibbutz Aliya Desk - Simi Zivel and Israel Maizel
- o Los Angeles Federation - Carol Bar-Or and David Kurz
- o Masada of the Zionist Organization of America - Ittamar Herman
- o National Council of Synagogue Youth - Rabbi Menachem Persoff
- o National Seminar in Israel for Youth and the Arts - Charles Herman
- o North American Federation of Temple Youth - Rabbi Allen Smith
- o Ramah - Rabbi Bramnick, Shirley Thaler and David Breakstone
- o San Francisco Bureau of Jewish Education - Howard Gelberd

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- o Tel Aviv University - Bluma Stoller
- o University Programs - Dr. Dov Keren Yaar
- o United Synagogue Youth - Paul Friedman
- o Young Israel - Richard Starshefsky
- o Young Judea - Wendy Friedman
- o Youth Aliyah - Ella Bar Ilan
- o World Zionist Organization, Dept. of Education and Culture - Dr. Mordechai Peled





Second Prize:
Beduin Sunset
Ira Stone
Fairfield, CT
Nikon Fe2
Judean Desert
GYOK
Harley Stark



"I watched the desert sky go from a blinding white to a lavender to dark... I don't think I will ever see a sky like that again."

From *A Personal Masada* by Arden Kamens

First Prize, FOOTNOTES Writing Contest

FOOTNOTES
VOLUME ONE
NUMBER THREE
DECEMBER, 1987



FOOTNOTES

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Technical Notes:

On Photographic Reproduction

We were fortunate enough to reproduce the first prize winner in full color, but our budget limited us to one- or two-color reproduction for winners 2 and 3. We attempted to convey a stronger image through the use of polarization (high-contrast) and straight halftone. While it is not completely true to the original, we hope it elicits some of the reaction we felt when first seeing the prize winning photographs.

And the winner is...

Though the reunion never did materialize despite predictions in these pages to the contrary, we do have a winner in our color-the-shapes contest. Picked from among the messiest by our distinguished panel of artists was: **Mitchell Ian Cohen**, Staten Island, NY (GYOK).

A complimentary box of crayons is being sent to **Abhaya Kaufman**, Greenwich, CT, who had markers but no crayons (and who wanted another toga party at the reunion).

N.B. According to *Parenting Magazine*, Americans buy 2.5 billion crayons every year—enough to make one giant crayon 35 feet wide and 410 feet long.

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From the Editors

On Winning, Winding Up, & Working for Israel

This issue of FOOTNOTES features our Contest winners – writers and photographers – who tried to capture the experience of the Summer of '87. The first prize photo is by Jill Riga, now studying art at Syracuse University. "Two Towers" so clearly reminds us of the blue, blue sky and the brown, brown earth of Israel, the same colors that we saw in Paula Yolles' third prize winner, "Surprises in the Desert". Ira Stone's second place "Beduin Sunset" and Arden Kamen's "Personal Masada" are also evocative of the sights you saw this Summer. Jon Wachs ("Israel '87: Changes From Within"), and Jody Siegert ("Reflections"), on the other hand, dealt with the emotions and intellectual issues you faced on your journey.

Have something you wanted to share with your fellow travelers but didn't get it to us in time for the contest? Send it for the fourth and last in this year's edition of FOOTNOTES, appearing at your home this Spring. Have any advice for next year's travelers? Write us and it could appear in next year's FOOTNOTES newsletters.

Also in this issue, Robyn Lipp deals with the issue of the Jewish American Princess on the college campus. She told us of an anti-Semitic incident on her campus, the University of Wisconsin, which is a-buzz with shock, especially since Wisconsin was once considered to be a hot-bed of liberalism.

Fighting anti-Semitism may be one of your resolutions as a result of this summer; working in the U.S. for Israel may be another. Gil Buch, senior at La Salle University in Philadelphia is doing just that as a volunteer for AIPAC, the American Israel Public Affairs Committee. Read his story on page 8.

See you around Pesah.

Remember:

The helium balloon sent "up into the sky" on the last night with all our wishes and how it got caught in the bushes behind the Mount of Olives?

Remember:

How we lost one kid on Day #1, at the kotel. Found her one hour later after everyone else had returned to the hotel.

Remember:

12 Mile Hike

Remember:

Our refrain: "How much longer?" and the answer: "We're almost there."

Hanikhim:

But where are we going to?

Madrikhim:

The point is not where to, but what we are seeing on the way.

Remember:

Waiting one hour to see a cave for 15 minutes.

Remember:

The video that only worked when the bus stood still?

Remember:

Betty Boop, Rambowitz, and Fudge? Brushing teeth with Clearasil? Mishmar HaEmek: Mirrors for knees? Doubling up in the sleeping bags among the Beduin.

Response From the Heart

Jeff Kaye

From December 8-21, Israel experienced some of the worst riots it has seen in 20 years in Gaza and the West Bank. Both Arabs and Jews suffered injuries and a number of Arabs were killed. Perhaps most disturbing was the general strike of Arabs living not in the areas captured in the 1967 war, but in Israel proper. Images of Israeli soldiers fighting Arab civilians were broadcast all over the world; editorial writers denounced Israeli brutality. When we arrived in Jerusalem in late December, Jeff Kaye, *Rosh Kevutza* of ISH3 contacted us and asked if he could 'speak' to you via FOOTNOTES; he was concerned about your thoughts during these hard times. He felt he had to share some of his own thoughts and feelings with you.

Sunday, December 27, 1 a.m.

It is really late and I'll be exhausted in the morning, but there are too many thoughts keeping me awake and I must write them down. Today was a rainy but nice Shabbat; I took my son Eldan swimming at the Ramat Rahel pool. On Tuesday I will have to go for reserve duty in the Army -- it is so hard to explain reserve duty to a two-year-old. And what about you, the 250 young people whom I helped to bring here last summer from the U.S.A. I picked up a copy of *The New York Times* and was really shocked; my God, we really do look bad! How do you feel when you read the press? What is on your minds? Are you filled with sympathy, or puzzlement, or fear, or even anger? Whose face is that on the soldier dragging away a Palestinian rioter? Is it the guy who sells pizza at Richie's or maybe the waiter at Lalo's or perhaps even me?

I hope things quiet down; I am quite scared. Those poor soldiers I saw on the news didn't have a chance. How do you stand surrounded by a mob of really angry Palestinians? Yet the anger and the frustration of the Palestinians is understandable to me; they are living under occupation. Sometimes I would like to give up the whole West Bank and Gaza strip tomorrow, just for a little peace. But that also frightens me...what if they attacked us from their Palestinian state? Could we defend such a narrow strip of land? Who knows--maybe it would be easier than controlling riots in the Gaza strip. And maybe giving the Palestinians a state would suffice: they would want to keep peace between us. But the extreme Palestinians would never be satisfied unless they destroy the whole of Israel. That is written in the Palestinian National Covenant.* And what about our extremists...do the majority of people on both sides want peace? I am sure. How far away is peace? Sometimes it seems very far away, but we're still hoping!

Things have become very complicated. I remember when I was sixteen in Scotland and I saw riots on the TV News; I knew who was wrong and who was right. But now, twelve years later I am sitting in Jerusalem, seeing images of rioting on TV and I know that there are no black and white issues in the Middle East, just lots and lots of gray ones.

Even on a personal note things are difficult. Amina, the only Arab that my wife Devora and I can call a close friend, has not phoned for ages. I don't even know where she is. Probably back in her village. I really do believe that one day she will be able to bring her family to our house and vice-versa without the undercurrent of our political differences. I remember last year before I went to the army, she said to me that she hopes not to meet me in uniform for that would be too difficult for her. My hope is that in the near future there will be no need for uniforms and that Jew and Arab will be able to eat pizza together, and dance at Lalo's. Whatever the future, I am sure that your visit to Israel last summer will probably mean that you will never again hear the name 'Israel' without pricking up your ears to hear what is happening. Rejoicing in our happy moments and suffering our painful ones; that my dear friends is part of what being Jewish is all about.

Laila Tov uL'hit'ra'ot

* The Palestinian Covenant is the charter document of the PLO. According to Article 2, Palestine is indivisible and the Palestinians are the owners of Palestine.

First Prize: FOOTNOTES Writing Contest

A Personal Masada

Arden Kamens

The group had just gotten to a Beduin tent in the Judean Desert and after some grumbles and moans we began to settle down. I went to take a walk. Across the road there was another tent. The Beduin children were playing in a box. There was an older child pushing a younger one in the box down the hill. They were running, laughing, playing until the younger child tumbled out of the box. He ran to his mother, crying. I remembered similar incidents from my childhood and smiled as the mother comforted the little one and obviously scolded the elder. I thought about how universal childhood is. It doesn't seem to matter where you are, what you live in, or how much money you have, children will be children.

I watched the desert sky go from a blinding white to lavender to dark. The sun hid behind a sand dune and the stars came out to play. They filled the sky like I, a native New Yorker, had never seen before.



brightened the Dead Sea to a perfect blue. Then we began our hike. We were all amazed at the ease of the climb up the ramp to the top of Masada. And then, more amazed at the sight at the top of Masada. The buildings, waterways and towers were all so alive. I walked

around and had no trouble imagining the Zealots living there quite well. I could just see children playing tag or the women preparing for Shabbat. It was more than just a distant story I had heard a long time ago. While I was up there I felt like I could see it all happening. When the story was told again I felt an ambivalent sense of pride. I walked around the ancient synagogue crying over what was once fiction to me; hundreds of people killing themselves at the spot on which I was standing. I had never been prouder of the Jews of ancient Israel.

We walked to a lookout point. In front of me was miles and miles of sprawling desert and mountains, and behind me was a civilization that

“The stars....filled the sky
like I....had never seen before.
I felt so small in such a vast desert.”

I felt so small in such a vast desert. The night began to get chilly and I went to go to bed. I was looking forward to sleeping under those stars.

Four a.m.! I awoke to a sky still full of stars, wondering if it was morning. After a moment I awoke fully and took a good look at this beautiful sight. I picked myself up and got on the bus to go to Masada. I don't think I will ever see a sky like that again.

We didn't make it to Masada in time to watch sunrise from the top. We watched it from a cliff nearby. A new sun emerged over Jordan and

was...and still is, in me. Soldiers swear their oaths “Masada shall never fall again” and so did we. My promise was not only to Masada the mountain fortress, but my own personal Masada: belief, observance, aliyah -- wherever my life leads. But when I made that promise, it was the beginning of a definite path. It was the beginning of my future as a Jew.

Arden is a junior at Midwood High School in Brooklyn, NY. She enjoys writing and is a steady contributor to the school literary magazine.

Second Prize: FOOTNOTES Writing Contest

Israel '87 – Changes From Within

Jon Wachs

I loved my summer in Israel. I longed for it, enjoyed every moment of it, and I remember it fondly. I have seen, heard and done things that I would have previously considered impossible. However, more important than the time I spent in Israel are the lessons that I learned which will last forever. ...

First of all, I gained a tremendous respect for nature and its manifestations. Our tour contained many hikes in which we learned to know the mountains, water, plant and animal life in Israel. Most of the land looked so amazing that it all seemed unreal. I was truly in awe as we floated in the Dead Sea, hiked through the Negev and worked on a kibbutz in "wasteland" which was transformed into "wonderland."

Nothing, however, compared to Masada at sunrise. Although the sky was overcast the day I was there, it was nevertheless a breathtaking sight. ... At that moment, I felt that as long as the sun still rises and the moon still sets, there will be a hope for the future of the Jewish people...

Possibly the most important lesson I learned in Israel concerns social maturity. I went to Israel with many preconceived notions about people who were in some way foreign to me -- Arabs, Israelis, Hassidic Jews, etc. In several instances, I chose not to accept people until I knew them personally. However, as Atticus Finch, in *To Kill A Mockingbird* said: You cannot understand a person until you step in his shoes and walk around for a little while. This summer, I greatly increased my "shoe collection" in terms of number and variety...

I...learned about social maturity when our group spent the night with the Beduins (when) I gained a deeper understanding of and respect for their philosophy and culture.

I truly felt my social values changing one Shabbat evening when our group was praying in small groups at the *kotel*. Andy Singer and I had just finished praying...I asked Andy if we could say the mourner's *kaddish*, and a student dressed in a black hat and suit turned to me and said that a *minyan* was required to do this. I didn't know what to think of this man or his statement. In a very puzzled tone I asked the man if he were a Hassidic Jew. He looked at me with a smile and said: "I am a Jew. We are all Jews. Let us pray." That statement taught me a lot. I had been so busy classifying and stereotyping Jews that I had forgotten what it was like to be one.

Another change that I experienced in Israel deals with the spiritual "inner me." On the plane ride to Israel, I wrote down several of the...questions that have troubled me for some time. Questions like: "How can I be assured of the presence of God?" "Can I be a good Jew and not believe in God?" "Why am I so drawn to a land that I know so little about?" I thought about these things quite frequently.

Each day when I finished writing in my journal, I signed the name Chaim. I did this in an attempt

"I am a Jew. We are all Jews..."

to find that religious, spiritual part of me which would instantly recognize the answer to all of my questions...Although I never found "Chaim" as I had wished, I found *Chai*: life. I found a new life of questions, spirit and vitality which I never saw before. However, I think I'm closer to Chaim than I ever was before. I'm beginning to think that Chaim won't appear spontaneously, but instead he will appear with a great deal of added searching and studying.

The last inner change occurred for me on a political level. Before this summer, I believed that no circumstance...could justify volunteering your life to its cause. I no longer feel this way. The epilogue to my journal ends on this note: "I love Israel to no end and I can only pray that my children enjoy the same experience that I did. Correction: Not only will I pray for this occurrence -- I will ensure it."

Am Yisrael Chai --
Israel is alive!

Jon is a freshman at the University of Pennsylvania where he is thinking about political science or psychology as a major. Jon is a member of Penn's International Affairs Association and is taking part in their Model United Nations.



Let's say you have an appointment to interview Phil Collins or Bono and he's going to meet you in a restaurant downtown. Can you imagine him giving you a description of himself?

After all, who doesn't recognize those guys? Well, this summer we met with Israel's well-known rock star Yonatan (Jonathan) Miller and he did just that -- modestly, he gave us a description so we could find him in the Dizengoff Mall to interview him for this issue of FOOTNOTES.

We didn't need the description ("dark curly hair, glasses and a pretty girl by my side") to recognize Yonatan, whose popular group produced *K'mo Tzo'ani* כחו צועני and *Ahnanu Nish'arim* בארץ אנהנו נשארם *Ahnanu Nish'arim Ba'Aretz*, songs which were number one on the Israeli charts for months.

How does a nice young man from New York find himself in this position? When Yonatan decided to make aliyah, it seemed a natural choice. He had been to Israel for his Bar Mitzvah, an experience that he called "overwhelming," and during high school he was active in Young Judea and with it spent a summer in Israel. His parents (his father is a rabbi) did not discourage his ambitions.

Practice Makes Perfect

Yonatan attended college in the US, receiving his BA in psychology. While in college he made as much as \$200 a week with a band that played weekend and evening gigs. Yonatan had studied classical violin for 13 years and used that skill to generalize to guitar, banjo, piano, harmonica and recorder. However,

he usually sticks to violin in his professional work -- he really enjoys it when a kid comes up to him and says "I always hated practicing my violin, but you make playing look so great."

After college, Yonatan came to Israel and volunteered at Ilan, the institute for handicapped children. In dealing with the children, he found his music was as helpful as his knowledge of psychology. He soon began to think about a career in music therapy. For ten months he worked at Eitanim, a school where he was able to do music therapy. He also began playing with local bands and that's when his direction changed permanently.

A Star Is Born

Uzi Hitman, an established musician, heard Yonatan play and sing and he brought his partner, Yigal Bashan, around to hear. Hitman and Bashan invited Yonatan to join them. Together they wrote and recorded *K'mo Tzo'ani* and suddenly Yonatan was a star. That was followed by another top-of-the-charts hit, *Ahnanu Nish'arim Ba'Aretz*. The first song described the singers "like gypsies wandering the world." The second claimed "we are staying in Israel."

We asked Yonatan if there was any truth to the rumor that the second was written in answer to critics who said that the first song encouraged Israelis to travel, or



worse, to leave the country to live elsewhere. The song came at a time when Israel's economy was in big trouble partly because so many Israelis were traveling and spending their money elsewhere. In fact, that year, as part of drastic economic measures, the government put a steep travel tax (about \$500 per person) on Israelis who ventured outside the country.

Yonatan laughed. "That's how stories start in the entertainment world." According to the man who knows, the 'gypsy' song was one of the entries in the Eurovision Song Contest. Israel participates in this European competition and has even taken home first place with *Halleluyah* and *Yo Yah*. Every year there is a preliminary competition among Israeli songs and the winner goes to the Eurovision. Popular opinion had Uzi, Yigal and Yonatan as shoe-ins with *K'mo Tzo'ani*. The song was, after all, number one in

A Piece of the



Israel. But the jury surprised everyone -- Yizhar Cohen won with *Oley Oley*. The trio couldn't believe it, so they composed *Ahna'nu Nish'arim Ba'Aretz* -- We're remaining in Israel -- because they were not traveling to Belgium for the competition. Ironically, this song, too, was a hit. (Ultimately, Cohen didn't win the Eurovision-- a Norwegian bobby-sox group did).

Fame: Israeli Style

What does it mean to be a star? Well, in Israel it is very different than in the U.S. or Europe. There are no great fortunes to be made, no lucrative product endorsements, no jet-setting concert engagements. Many of Israel's stars live simple lives off the concert stage -- many have business concerns to help supplement their income. Why? Most of the answer is in the numbers. There are just fewer people in Israel, where a gold record means a sale of 20,000 copies. And

entertainers are not specialists; they diversify and involve themselves in a wide variety of projects. Most weekends, Yonatan plays with a country band called the Taverners and he has acted in a number of videos. His group's new record was almost ready for release when we spoke this summer, but he is also involved in *Hopa Hey* (a children's TV show that features appearances by guest artists) and during this school year he will help teach English through a series of shows for Educational TV.

On the plus side, Yonatan is pleased that success in Israeli terms does not include the drinking and drug scene that we often hear in America. What does Yonatan value most about being a star in Israel? Doing what he enjoys the most, yet being natural while doing

it. He is the clown of the group: he will irreverently stick out his tongue or exaggerate his American accent (although his Israeli-accented Hebrew is perfect) to draw a laugh from the audience.

Could Israeli music ever make it in the U.S.? Hardly, says Yonatan. First of all, there is the problem of language. There are those who have tried to translate Israeli rock and popular music, but language is too closely tied to culture; somehow

songs just do not fare well in translation. "Foreign language songs just don't stand a chance in the American market," said Yonatan. "There have been, what... perhaps two truly successful foreign songs in the U.S. in the last 25 years?"

America Is King

How strong is the American influence on the Israeli rock scene? According to Yonatan, nothing compares to American rock -- it is heard all over the world and influences everyone's work. But Israelis are also more cosmopolitan than many American teens because they are exposed to very fine European artists who get little or no exposure in the U.S.

We asked Yonatan how he would categorize himself as a performer; to what American artists could he be compared. "I suppose my stuff is more folk-pop than rock, music with a modern sound and a folksy feel." And what about a comparison? First he told us that Uzi Hitman is like Paul Simon or Cat Stevens with Jewish undertones, of course. Then he told us that Yigal Bashan, who is Yemenite, is like Tom Jones with an Israeli sound. But what about Yonatan Miller. "Well," said a grinning Yonatan, one arm around the pretty girl, the other around his violin case, and clearly happy with his lot, "I guess Yonatan Miller is just unique."



Rock

Working for Israel

Shelley Baum Brunner

Together we have shaped the past. Together we can shape the future!

from AIPAC: Action and Results, published by AIPAC, Washington, DC



What would you say in response to a typical college application essay question that asked, "What experience has changed your life?" Would you describe your trip to Israel? Would you write how you learned to adapt to different food (or starved all summer!), language and customs -- to a different lifestyle altogether? Or would you be able to go a little deeper and show how your life here was changed, too. Or perhaps you are still looking for a way to use all that you learned and felt this summer. Well, look no further -- Gil Buch has an answer for you and his answer is AIPAC.

Although only 21 years old, Gil Buch has a resumé that reads like a listing from *Who's Who*. A senior at La Salle University in Philadelphia, he will graduate this May with a dual major in biology and philosophy and a minor in religion. He is a bit uncertain about his future plans, but he is applying to medical school and may simultaneously attend law school.

Currently -- in his spare time -- he teaches Hebrew school; is president of La Salle's Hillel; and is campus liaison for the American Israel Public Affairs Committee (AIPAC). Selected as one of only 20 across the nation to intern in AIPAC's Washington office for their political leadership program, Gil was charged with utilizing AIPAC's training to combat Jewish political apathy at La Salle.

After his AIPAC Washington experience, Gil created *La Spam*, a newspaper to keep students on La Salle's campus politically informed. This past year, *La Spam* covered the presidential candidates in one issue, and the budget deficit in another. Slated for February's issue is "Why is Israel important?" In it, Gil hopes to show how Israel is a strategically important ally for the U.S.

Gil stresses the importance of becoming aware of the political issues from all sides -- to know the

arguments and the counter arguments. In other words to become well-informed. In the case of pro-Israel activism, Gil Buch recommends AIPAC. He keeps informed on American-Israeli relations himself through *AIPAC on Campus*, the lobby's weekly newsletter (available with the annual membership fee of \$15) and its information packets that distinguish the facts from the myths. Using this information, Gil, as campus liaison, writes letters-to-the-editor to other campus papers and local editions of the daily press. Furthermore, he says, he writes to senators and congressmen and sends them petitions that he has initiated to garner additional support for Israel.

Gil credits AIPAC's summer leadership training program with the inspiration and skills he needed to engage so successfully in his various political activities. But, he added, unless he had already shown he had leadership initiative, he would not have been selected. And that would have been a major loss for him. "Washington was one of the highlights of my life," he says. "There was an electricity in the air just knowing I was in the hub of it all." In fact, he heard first -- before the news media -- that Justice Powell resigned. And, he added, that he stood shoulder to shoulder with Senator Ted Kennedy by the steps of the Senate floor. Being so actively involved in Jewish, American and Israeli politics is a real high for Gil. So much so, in fact, that he thinks he might want to return to Washington someday as congressman, senator -- perhaps even the president. But until that time, he'll be satisfied to help others get involved politically, too. In fact, Gil will avail himself to anyone interested in political action. Call Gil at (215) 884-8469. Tell him FOOTNOTES sent you.



Shelley Baum Brunner teaches English and is director of the Writing Center at Akiba Hebrew Academy in Pennsylvania. She is also the mother of Jake, six months old, whose trip to Israel is scheduled for 2003.

THE FACTS ABOUT AIPAC

According to Matt Levin, Campus Coordinator for AIPAC, there are student liaisons like Gil Buch on 160 campuses across the nation.

What is AIPAC?

Established in 1954, AIPAC is a lobby that seeks to educate legislators on issues that affect Israel. AIPAC's staff of professionals works at its headquarters on Capitol Hill in Washington, but the organization also relies on four regional offices, and grassroots volunteers all over the country. *The New York Times* has called AIPAC "the most effective foreign policy lobbying group in the Capital."

Who supports AIPAC?

Jews and non-Jews, adults and students -- anyone who feels that Israel is America's most important ally in the Middle East.

What has AIPAC accomplished?

It has worked against the sale of advanced weaponry to Israel's enemies, supported aid to Israel, and evaluated candidates for office on the basis of their

record in support of Israel. AIPAC does not endorse political candidates.

What is the AIPAC internship program?

Every year AIPAC chooses the most highly qualified pro-Israel student activists to train as interns in its national and regional offices. They work in four divisions: Legislative Affairs, Research and Information, Political Affairs, and Development (securing financial support for AIPAC's work.)

What do campus liaisons do?

Besides some of the things that Gil describes, liaisons invite speakers to their school and combat anti-Israel propaganda on campus. AIPAC is looking for liaisons on the high school level, too, in the hope that with your training you will continue to work for AIPAC in college.

For more information about membership, write or call:

American Israel Public Affairs Committee
500 North Capitol Street, NW/Suite 300
Washington, DC 20001
202-638-2268



■ Eyewitness to History

Have you ever seen 250,000 people, all in the same place? I have. On Sunday, December 6, 1987, I traveled from Philadelphia to Washington DC to take part in the rally for Soviet Jewry.

On the bus, I tried to imagine 100,000 people (the predicted turn out), but I couldn't get any higher than 2,000 or 3,000 that attended a demonstration. I was at about a year ago.

During the march, it didn't feel as though I was among such a huge crowd. Until I got lost, that is. Then I started to realize how many people were there. There were so many faces I didn't know, so many voices I didn't recognize.

State by state, group by group, I went around searching for the small group representing my high school. I felt as though my group was a needle, and the crowd was a hay stack. At one point I climbed a pole to scan for faces. But when I looked back, I saw a sea of heads which went on forever, blending into the horizon.

I finally found my friends -- you can imagine the elation. And I enjoyed the rest of the day.

On the bus, returning home, I thought about the sight of the huge amount of people, and realized that there was something that brought all of us together. From 250,000 individuals, one whole was created, with one goal. That goal -- to free Soviet Jews.

The fact that I saw 250,000 people all at once is incredible in itself -- but that there was one thing bringing us all together -- how much more so.



The writer was one of thousands of high school students who attended the December 6th rally in Washington, DC.

Tom Meyer, *San Francisco Chronicle*, Special Features

Jewish American Prejudice

SPEAKING OUT: Attitude Problems and JAPs

Robyn Lipp - IGSB

At American and Cornell Universities it was Slap-a-JAP, at the University of Pennsylvania's annual Spring Fling it was JAP-buster T-shirts. On Syracuse's campus last year, Jewish girls were assaulted with taunts of "JAP, JAP" at sports events. Mel Brooks, Rodney Dangerfield, and Joan Rivers make their living telling jokes about Jewish women who care more about clothes than people, who rely on Daddy rather than work. It is clear to many that the image of Jewish women as empty-headed materialists has entered popular American culture. And how do we react to this? How *should* we react?

According to Aviva Cantor, an editor of the Jewish feminist journal LILITH, we are the only group whose men allow its women to be put down so viciously. Susan Weidman Schneider, Cantor's co-editor, sees irony in the proliferation of these incidents on campuses since women, including Jewish women, are finally entering the professions and business on an equal basis with men. According to writer Francine Klagsburn, the JAP stereotype has some basis in fact and so "we as individuals and as a community need to take a careful look at our materialism." Norman Barnett, of Carolyn Bean Publishing which produces Bunny Bagelman greeting cards portraying Bunny as a big-nosed bargain-hunter who wears a Magen David, says it is all a matter of personal taste. He thinks JAP jokes are not offensive and in fact, funny. And on a recent local talk show a number of women who identified themselves as non-Jews of Polish descent said that they thought the jokes were not nice, but neither were they malicious and we Jews shouldn't get so excited -- they did not see the jokes as an anti-Semitic phenomenon.

FOOTNOTES wonders what you think, and what you hear among your friends. So we asked Robyn Lipp (IGSB), a freshman at the University of Wisconsin who hails from New Jersey, to get the ball rolling. She spoke to fellow students and travelers to Israel about the term JAP. Is it anti-Semitic, or just a joke we tell about ourselves, one that non-Jews have listened in on? Here's what Robyn found out. *Ed.*

Jason and Michael

sat in the lobby of their dorm watching a football game.

The two of them were carrying on a conversation when two girls walked by. Jason turned to Michael and said, "Did you just see those hot chicks?" Michael replied, "Yeah, but what JAPs!"

This must sound familiar. How many hands would it take to count the hundreds of times many of us have used this expression. The expression JAP has many connotations. First of all, most of us know the letters J, A, and P stand for Jewish American Princess. It is not the literal meaning of these letters that defines the term, however.

On the road during the Summer of '87:

Left to right, standing: Sarah Robinson, Steven Lesserson, author Robyn ("I had a terrific summer in Israel"), Lisa Ellman, and kneeling: Jason Rosenfeld.



JAP is a descriptive term that describes attitude, lingo, fashion, demographics, and various other characteristics that create an image. So, what is this image? Stacy says, "A person with materialistic values." Liz says, "An attitude problem." Susan says, "Snobby, self-interested; they only care about what they think." Isabel says, "Someone from Long Island, with hair spray, permed hair and someone with very nice clothing. But there are japs with jappy clothing and japs with jappy attitudes; in summation, an over extension of trends." Lance says, "People that get anything they want from their daddies." "Whining girls who think they are top priority," says Jason.

Not all Jewish guys and girls are classified as JAPs. In Israel the connotation JAP does not exist. "Israeli girls are not jappy, they care about a lot more things than jappy things," says Lisa Ellman. Lisa also thinks that most people who go to Israel have a concern for Jewish people, otherwise they would not go, while most JAPs basically care about what is good for *them*.

Some people think this is a feminist issue, but actually Jewish girls and guys are both stereotyped as JAPs, often by their clothing or their attitudes towards others. It is a Jewish issue because only Jewish people are known as JAPs, though many non-Jewish people dress very nicely and buy things extravagantly. When non-Jews say, "That girl/boy is a real JAP," they are often saying it in a very negative way which can lead to anti-Semitism. The term JAP gives a bad name to Jews on campuses and it is very incorrect. Jewish people do not like to be known as JAPS and they often get angry or defensive.

If JAPs were known simply as people who dressed nicely, there might be no problems; perhaps JAPS will have to take responsibility for their attitude problems themselves.

NOW IT'S YOUR TURN.

How do you feel about the issues that Robyn Lipp raises? Fill out the survey below and send to **FOOTNOTES Survey/37 Overbrook Parkway/Overbrook Hills, PA 19151**. Results will be published in the Spring issue of FOOTNOTES. *Make your opinion heard.*

Do you hear the term JAP used by ☐ Jews ☐ non-Jews ☐ no one?

Would you characterize your feelings when you hear it as

☐ hurt ☐ angry ☐ amused ☐ indifferent ☐ other (specify)

Do you consider JAP to be a negative term? ☐ Yes ☐ No

Do you consider JAP to be an anti-Semitic term? ☐ Yes ☐ No

Do you consider JAP to be an anti-feminist term? ☐ Yes ☐ No

Do you use the term JAP to describe people? ☐ Yes ☐ No

Do you use it as a put-down? ☐ Yes ☐ No

Should Jews use the term? ☐ Yes ☐ No

Should Jewish comedians like Joan Rivers use the term? ☐ Yes ☐ No

Is it just a joke that Jews take too seriously? ☐ Yes ☐ No

Add your own opinion on any of the points raised by Robyn and the students she interviewed.

Keep in touch with:



In Safed, with Lisa Weiner & Aimee Drexler



One Tel Aviv evening...

Remember:
It was
awesome

Remember:
ROXAAAAANE

Harley Stark:

After saying goodbye at the airport I went home and slept for 48 hours straight. After that -- believe it or not -- I had three days of guiding and then I returned to work. Olga, my wife, returned from Canada. I had a couple of excavations outside Jerusalem. We adopted a dog who got the original name Blackie. I have done some more guiding for adults and youth, and enjoy telling stories about the summer. *Shana Tova.*

Harley

Remember:
Gad's lecture
and sleeping
outdoors
before Masada.

Remember:
"Ghandi" --
the evil guide

Diana Eidelman:

My plans for this year include: working towards my degrees in Political Science and Counselling; running seminars for different types of groups at the Museum of the Diaspora and in Jerusalem (for guides); being involved in AZYF programming; treating my plants nicer than I had during the past summer, i.e., watering them!

Diana

Remember:
How's your
Hebrew:
Yofi, Balagan,
Boker Tov --
Boker OR!

Third Prize: FOOTNOTES Writing Contest

Reflections

Jody Siegartel

This summer I had the privilege of visiting Israel and realizing a goal I had for quite some time... Looking at these weeks in retrospect, there is much that I have learned and now more fully appreciate and understand. One of the most significant is that I now have a much stronger Jewish identity -- a closer bond to Judaism, the Jewish people and Israel itself.

Looking back on these days, I find there are three experiences that have left the most vivid impressions on my mind. The first was visiting the Western Wall. Finally being there and praying at the Kotel sent chills through me... Touching the wall which has stood for thousands of years, and is the center of prayer for the Jewish people gave me a tremendous sense of accomplishment -- I was finally in Israel!

At the end of my tour I became a Bat Mitzvah at the Kotel.... It was a remarkable moment, and remains something very close to my heart. Although I had become a Bat Mitzvah at Temple Beth El three years ago, this second ceremony was very special. Just being part of a group, in Israel, reciting prayers together revealed a new feeling for being Jewish I had not realized before.

The second experience...was a visit to Yad Vashem, the museum dedicated to those who perished or survived the Holocaust. Just walking along the path of the Righteous Gentiles...had an air of eeriness which accompanies such a landmark. I had been looking forward to seeing Yad Vashem for myself, and now more fully realize how lucky I am to be able to live my life as I want, and to be able to practice my religion openly and freely.

The museum itself actually horrified me. The many pictures and personal accounts of the events leading up to the murder of twelve million innocent men, women and children, including six million Jews was almost beyond belief. The magnitude of my feelings cannot really be expressed in words.

On a much lighter note, my third special experience was a home hospitality visit at a moshav community. This was one of the most enjoyable activities of the entire summer. The family I stayed with treated me with the utmost



respect and made me feel very much at home. I felt like I belonged. I became very good friends with Talia, the 16-year-old daughter, and look forward to having her visit my home when she visits America.

I was sad to leave Israel, but it was definitely time to come home. I look forward to going back and although it is five years in the future, I am thinking of spending my junior year of college at the Hebrew University.

This reflection is just one facet of my trip to Israel -- there is so much more -- some of which I have not even begun to think about. I do know that this summer will remain clearly in my mind for a long time to come, and I am so thankful for this wonderful time in my life.

Jody is a junior at West Hill High School in Stamford. She shows her trip photos to all her friends; now all of them want to sign up for this summer.



3rd Prize:
Surprises in the Desert
Paula A. Yolles
Fairfield, CT
Mar Saba, Judean Desert
ISH2, Diana Eidelman



The Reunion Is On!



▶ As the cool winds begin blowing leaves from the trees

(at least that's the way it is here in the Northeast), it is hard to believe that you lived through such intense Israeli heat this summer. Did we tell you it gets chilly in Jerusalem? We should know by now not to forecast anything in the Middle East, including the weather.

Your memories are probably the warmest things remaining from that heat, so why not bundle them up, get your photo albums ready, and prepare to lose yourself in a little nostalgia because **THE REUNION IS ON!**; details are not yet available, but be assured it will happen.

Reed is planning the reunion right now with the help of FOOTNOTES and a committee of participants. Want to help? Fill out the enclosed card...and get a chance to win a prize in the bargain (see below).

Remember:

Up at six to get the single plug for the hairdryers no one was supposed to bring.

As for the reunion,

it is scheduled for the winter break, probably consisting of a long weekend. The reunion will take place in the New York area. We hope all of you will come, or at least all those in the New York-New Jersey-Connecticut area. We realize that this is not convenient to those of you from the South, Mid-West or West Coast, but at this point budgets will not allow for regional reunions. However, there may be a few stipends for those who have to travel from afar. And Reed is even trying to round up a few group leaders to be there.

Right now we need to know

how many of you **THINK** you can make it. Even if you can't, do you have any ideas for activities on this memorable weekend. Are you willing to work on one of the committees planning the big event? Fill in the giant postcard and send it in **NOW**. All entries — those who say **YES** and even those who say **NO** — will be entered in

Go Inside for...

Trivia II
Sports
Interview
Contests

Remember: The night someone thought Reed was a suitcase.

**DON'T HESITATE,
COLOR IN YOUR CARD &
SEND IT OUT NOW!**

THE REUNION SWEEPSTAKES.

The drawing is for a giant, red Crayola® Crayon, 56" tall, wax-like plastic with silkscreened label, free standing or easy to hang. *But there is a catch* -- only entries completing the crayon section (preferably using Crayola®) will be counted in the drawing. If you think you can come, let us know so we can crayon you in.



FOOTNOTES

Photo & Writing Contest News

SHARE MEMORIES OF THE SUMMER OF '87

Due to continued interest and desperate pleas, we are extending the deadline once again, so if you have your entry sitting around and have been afraid to send it in late, *fear no more*. If you misplaced your entry coupons, here is a rundown on the rules – information you need to send in with your photo or story, and the prizes up for grabs. Remember that at some point, despite the pleas, we will close the contest to get ready for the expanded January (post-reunion) issue of FOOTNOTES which will include the contest winners.

RULES:

1. Contest open to all participants in the YOK, GYOK, ISH and GISH AZYF summer programs.
2. Each participant may submit a maximum of 3 entries to either or both contests. Each entry must either be accompanied by the official entry form in the FOOTNOTES Diary or include the following information: Contestant's name, home address, school address (where applicable), birthdate, Program, group leader, title/caption of entry. For photo entries include type of camera and film, where taken and date (if available).
3. Photos must have been taken while in Israel, Summer 1987. Written material should relate to your stay in Israel. Photos can be in any format: slide, black & white or color print. Written work must be prose, may be fictionalized (based on places, events or persons encountered during your Israeli adventure). Entries must be at least 500 words, but no more than 1,000 please and typed, double space.
4. All winning entries will appear in the January issue of FOOTNOTES and all entries may be used by FOOTNOTES and AZYF for future publications and programming.
5. Send your entries to:



FOOTNOTES' Photography and Writing Contest
Linda and Steve Schaffzin
37 Overbrook Parkway
Overbrook Hills, PA 19151

PRIZES:

FIRST PRIZE/Photography

Your choice: 35mm SLR camera or a zoom lens accessory for your SLR (up to \$300 in value).

SECOND PRIZE

Camera accessory of your choice (up to \$100 in value).

THIRD PRIZE

Film and processing (a \$50 value).

FIRST PRIZE/Writing

A portable electronic typewriter with memory (up to \$300 in value).

SECOND PRIZE

A cassette tape recorder (up to \$100 in value).

THIRD PRIZE

A \$50 gift certificate to a bookstore of your choice.

Four HONORABLE MENTIONS (Two each category)

The Will to Survive, the story of the capture of Jerusalem in 1948 and the people who were there, in photos and text by John Philips.

From the Editors

On FOOTNOTES & Feedback

Once a FOOTNOTES reader, always a FOOTNOTES reader...so we're back. This issue of FOOTNOTES just goes to show you that once you sign on with the Israel Program Center, we never forget you.

The Spring FOOTNOTES newsletter and the diary were designed to better prepare you for your adventure. Starting this Fall you will be receiving three issues of post-trip FOOTNOTES. We hope in these newsletters to help you keep in touch with each other and with Israel. We also want to raise questions and issues.

We invite your participation in these pages: report on your activities and those of your fellow travelers; share with us Israel-related projects in your life; react to anything that moves you in these pages or out. For example, what do you think of Amos Mansdorf (see page 6) and his opinion of one's responsibility as a Jew and an Israeli? Should he have played in South Africa? Would his contribution as an Israeli champion be as important to Israel in time of war as his participation as a soldier? Can a champion develop his or her talent in the context of compulsory army service without some special privileges? What should we, as Jews living in the Diaspora, expect from an Amos Mansdorf?

We hope to hear from you...on this or any other topic that moves you. Have a Happy 5748 (see below).

Linda & Steve Schaffzin

Linda & Stephen Schaffzin

We invite Guest Editorials on this or any other issue related to Israel and the Diaspora, or Israel and you, or just plain Israel. We will pay \$25 for every Guest Editorial we print. Send this and any other correspondence to FOOTNOTES / 37 Overbrook Parkway / Overbrook Hills, PA 19151.



We at FOOTNOTES hope you had a very happy Rosh Ha-Shanah, a contemplative Yom Kippur and a joyous Sukkot. And we hope that 5748 is a good year for you. It certainly should be a happy one. After all, 5748 in Hebrew is תשנ"ח Read that as *tismach* with the Hebrew root שחח or happy. *Tismach* means 'you shall be happy.' So this year should be a particularly good one for all of us.

ISRAEL BY THE FOOT

Lost your sneaker's sole in Tzefat? Trekking to exhaustion in Eilat? Hiked your piggies off in Petah Tikvah (or was it all over in Ein Gedi)? Do your feet still hurt from all the walking you did this summer? You are in good company. Check out B'reishit (Genesis) 13:17

קום התהלך בארץ לארכה ולרחבה כי כך אתננה

Up, walk about the land, through its length and its breadth, for I give it to you.

Some of you complained to us about the amount of sneaker sole worn thin; Abraham didn't seem to mind and all he had were leather sandals, though undoubtedly his pace was slower than yours.

In verses 14 and 15, God says to Abraham: Raise your eyes and look out from where you are, to the north and south, to the east and west, for I give all the land that you see to you and your offspring forever. But according to Martin Buber, German Jewish philosopher and writer who made aliyah in 1938, *seeing* the land was not enough. So God told Abraham he must experience the land through walking its length and breadth. Buber says that the Hebrew word *כי* (for or because in the verse above) should be understood as *כפני* (in order). That is, it doesn't say that Abraham should do all that hiking because God is giving him the land, but rather *in order* that he can come to know the land personally, make it part of his experience; then it can be truly a part of his life.

That is precisely what you did this summer. You walked a great deal, that's for sure, but you came to know the land, learning about its history and the people that made that history, and through that encounter making Israel a part of your own experience -- a part of you.

The early Zionists and the builders of the State of Israel also took seriously God's admonition to Abraham.

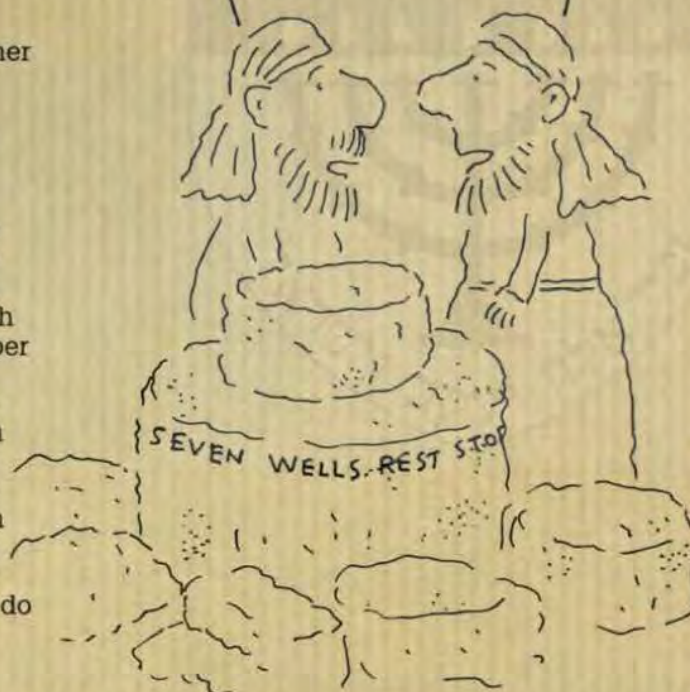
They felt that it was not enough just to live on the land, but that every citizen should come to know it personally and, through interaction with it, feel that it belongs to him or her. So all of Israel's youth movements established the importance of knowing the land through exploring its flowers and wildlife, its topography and geology, as well as its history.

This message is alive and well in Israel. For example, hiking is an integral part of the school experience. From Kitah Alef (Grade 1), Israeli kids go on hikes all the time -- during vacations and school hours. At the end of every school year they take a *tiyul shnati*, annual hike, which can last one day (for 4th graders and younger) to one week. Each class goes with a *moreh derekh* or guide, a *hovesh*, the homeroom teacher and a volunteer parents, combining fun with physical activity and learning about the land and its people.

The learning goes on even in the army; soldiers take survival hikes, of

WHY DID THE CHICKEN
CROSS THE ROAD?

TO GET TO KNOW
THE OTHER SIDE!



...you came to
know the land
...making Israel
a part of your
own experience...

course, but they also travel to historical sites and nature preserves to hear lectures and hold discussions.

Even beyond the army, Israelis seek out opportunities to tour the land.

Israel's Society for the Protection of Nature runs hundreds of hikes and

tours in every season and of every variety: from family tours to biking tours, from desert camping trips to skiing trips on Mount Hermon, from snorkeling in Eilat to tubing at the Banyas, and Israelis and visitors to the country eagerly take part.

A few years ago the line from B'reishit even became the opening line of a popular song. Abraham would probably be surprised at how much getting up and going there is; now you are part of that very process. Put your feet up and feel good about your accomplishment.

Go for the Gold

Robin Wynn spiked her way there; Seth Baron crawled his way; Jill Barraced her way and Charlie Silk dribbled his way. For your second trip to Israel you could do the same, if you are a champion volleyball player, swimmer, tennis or basketball player. These four athletes were part of the 650 member American team that was sent to the 12th Maccabiah in Israel, July 15-25, 1985. They joined Jewish athletes from 38 other countries (see below) competing in 40 different sports. Called a Jewish Olympics, the Maccabiah is a world-class athletic meet. Events are held over a ten-day span; winners receive gold, silver and bronze medals; and in many sports, world records are challenged. Champions like Mark Spitz (seven gold in swimming in 1972) and Mitch Gaylord (1984 Olympic champion gymnast) have won the gold in Israel before going on to win in the Olympics.

Were you to qualify, a trip to Israel as a Maccabiah athlete has much to offer the repeat visitor. Housed by sport instead of by country, you will get to know other Jewish athletes from America, Israel and all over the world. There is some touring available and some partying, but most of your time will be spent in competition. There are also some spectacular events like the opening ceremonies with its rousing march of athletes, and the dramatic closing ceremony at the Sultan's Pool in Jerusalem.

The Maccabiah is held every four years and the Thirteenth, the Bar Mitzvah Maccabiah, is scheduled for July 3-13, 1989. Applications are available as of January 1988 from the *United States Committee Sports for Israel*. Tryouts depend on individual sports. After applications are submitted, you will be notified of the procedure applicable to your sport.

For applications write to:

FOOTNOTES c/o USCSFI
275 S. 19th Street
Suite 1203
Philadelphia, PA 19103
or call (215) 546-4700

Countries that competed in the 12th Maccabiah Games:

Argentina	Hungary
Australia	India
Austria	Israel
Belgium	Italy
Bermuda	Japan
Brazil	Mexico
Canada	Monaco
Chile	Norway
Colombia	New Zealand
Denmark	Paraguay
Ecuador	Peru
Finland	Puerto Rico
France	Sweden
Federal Republic of Germany	Switzerland
Great Britain	Uruguay
Gibraltar	United States of America
Greece	Venezuela
Guam	Virgin Islands
Holland	Yugoslavia
	Zaire



Maccabiah Games Sports in which the US plans to participate in 1989:

Badminton	Sailing/Yachting
Basketball	Shooting-Pistol
Clay Pidgeon	Shooting-Rifle
Diving	Soccer
Fencing	Softball
Golf	Squash
Gymnastics	Swimming
Judo	Table Tennis
Karate	Tennis
Lawn Bowls	Track and Field
Rhythmic Gymnastics	Volleyball
Rowing	Water Polo
Rugby Union	Weightlifting
	Wrestling

Masters Competition:

Golf, Tennis, Squash and Track.



Figure 2. The Maccabi soccer team of Mazeikiai, Lithuania, 1938. Courtesy Yad Vashem Archives, Y. Karsan Collection, Jerusalem.

HISTORY OF THE MACCABIAH

At the end of the nineteenth century, most people did not connect Jews with sports -- Jews typically lived in European ghettos, worked in small businesses or studied, had pale skin, and were subject to the whims of the non-Jewish communities around them. Zionism strove to change the image as well as the reality of the Jew, and physical activities -- working the land and athletics -- became part of the change. The ghetto Jews formed gymnastic clubs (most were called Maccabi clubs) and self-defense organizations. In 1929 at the Maccabi World Congress, the lone delegate from the Yishuv (the Jewish community in Palestine), Yosef Yekutieli, proposed an international meet for Jewish athletes and the proposal was accepted unanimously. Then Yekutieli went home and convinced Meir Dizengoff, Mayor

of Tel Aviv, to build a stadium. It was completed only the night before the games which began March 29, 1932. Twenty-two nations participated including 13 athletes from America.

In 1935, many European teams used the Maccabiah as an excuse to help young people get out of the impending storm. For example, athletic teams added 'bands' and Germany alone sent a 136 member delegation. Many of these 'musicians' and athletes remained in Palestine, among them a young Viennese named Teddy Kollek, escaping the Holocaust that was to come.

The games were not held again until 1950, then again in 1953 and 1957. Since that time they have been held every four years, in the year following the Olympics.

TRIVIA QUIZ



GRADUATE EDITION



Remember all those trivial questions we asked in our first issue back in the pre-trip days? If you failed the test the first time around, here's another chance. But just to keep you awake, we've added a few new questions (nos. 11-16).

How many of these can you answer? 0-3 answers right:
Where did you spend your summer? 4-7: Would you consider a return engagement? 8-11: A summer well spent. 12-14: Watch your mail for a job offer as counselor for future trips. 15: Send your resume, along with a recent photo, to FOOTNOTES Trivia Editor! (Question 16 is extra credit. Please don't disappoint Theodor and blow it!)

1. The Snake Path leads to:

- a. the Garden of Eden
- b. the Biblical Zoo
- c. Masada
- d. the Temple Mount

2. A hamsin is:

- a. eaten in a pita
- b. a heat wave
- c. a sauna
- d. a popular Arab name

3. Israel's legislative body is:

- a. the Knesset
- b. Tzahal
- c. Yad Vashem
- d. Mahane Yehudah

4. The Shrine of the Book houses:

- a. the Torah
- b. the Dead Sea Scrolls
- c. Israel's Constitution
- d. Ben Gurion's biography

5. Rachel's tomb is found in:

- a. Egypt
- b. Hebron
- c. the Desert
- d. Bethlehem

6. It is Friday evening at 7pm in Jerusalem and you hear a siren. Do you:

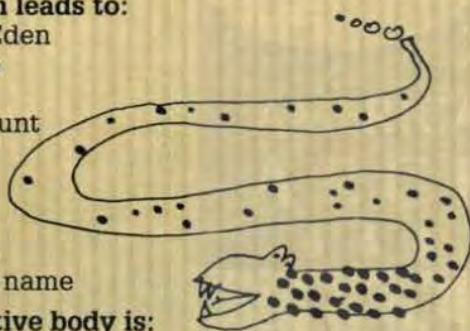
- a. pull over to the side of the road?
- b. go into an air raid shelter?
- c. stand at attention?
- d. light the candles?

7. The official languages of Israel's post office are:

- a. Arabic & Hebrew
- b. Hebrew & French
- c. Yiddish & Hebrew
- d. Hebrew & English

8. The color of the uniform of Israel's Air Force is:

- a. Blue & white
- b. beige
- c. black
- d. olive green



9. Israel's major sea port at the turn of the century :

- a. Haifa
- b. Jerusalem
- c. Jaffa
- d. Eilat

10. David Ben Gurion's dream was to settle:

- a. Tel Aviv
- b. Kibbutz En Gedi
- c. the Negev
- d. New York

11. Rosh Hanikra is:

- a. an Israeli fashion designer
- b. a Jewish holiday
- c. the Northernmost point on the Israeli coast
- d. the Israeli national anthem

12. Shamir is:

- a. Hebrew for guard
- b. Israel's Prime Minister
- c. an Israeli bread
- d. an Israeli soccer player

13. Suleiman the Magnificent:

- a. rebuilt the walls of Jerusalem
- b. wrote prayers in the siddur
- c. was a great artist
- d. ran the Israeli circus

14. The Jerusalem Post is:

- a. a famous restaurant
- b. the central post office
- c. a rock duo
- d. Israel's English language newspaper

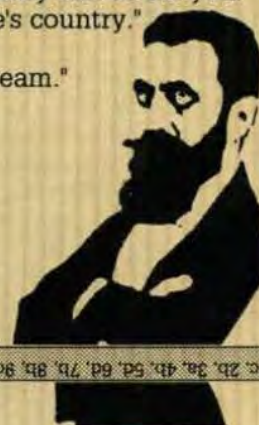
15. Hurva is:

- a. an ancient cave
- b. a medieval synagogue
- c. Israel's ambassador to the UN
- d. an Israeli spice

EXTRA CREDIT

16. Herzl is credited with saying:

- a. "Ask not what your country can do for you."
- b. "It is good to die for one's country."
- c. "All you need is love."
- d. "If you will it, it is no dream."



For Amos and/or Israel?

In its October 12th Spotlight column, *Sports Illustrated* featured Israel's #1 tennis player, 21-year-old Amos Mansdorf. The interview with Mansdorf raised some interesting questions about a star athlete's responsibility to himself and to his country.

According to the SI article, Amos was only 10-years-old when a group of anglo (American, South African and British) philanthropists, who also happened to be tennis enthusiasts, established the Israel Tennis Centers. They built a court and training center for children in Ramat Hasharon, north of Tel Aviv. Since then over 85,000 children have played there and in the six additional complexes built in other cities in Israel. And tennis, once unknown in the land, has become a very popular sport.

Israel's first star, Shlomo Glickstein, now 29, was largely self-taught and he often instructed the press about the game. Apparently Mansdorf, in McEnroe style, has little patience for what he considers to be a "more opinionated than knowledgeable (sports) press." He is quoted as saying, "The press here is bull---. Their understanding level of sports is zero." The press, in return, sees him as something of a "tennis brat." But he's not quite MacEnroe status. In the US Pro Indoor Championships in Philadelphia last year,

Mansdorf played (and lost to) McEnroe. According to SI: "Mansdorf took the opening set 7-5. During a changeover in the second, McEnroe cursed him. Mansdorf swore back in Hebrew. 'I'm not stupid,' says Amos, 'I didn't want to get fined.' McEnroe ranted on - in English - and got slapped with a \$1,000 fine."

But Mansdorf is known to get testy. According to SI, *The Jerusalem Post* recently criticized Mansdorf for not defending his title in a minor tournament in Jerusalem, saying that this would be a sign of Mansdorf's loyalty to Israel and the Israel tennis scene. Mansdorf saw this as 'local patriotism,' saying, 'I'll do anything for my country, as long as it fits into my professional career. I make purely professional decisions.' He is apparently aided in those decisions by a New York coach and a Washington, DC agent.

Similarly, Mansdorf defends his recent play in South Africa where he won a Grand Prix title. Mansdorf answered the Israeli press' accusations that he was aiding apartheid: "Considering all the trade that goes on between Israel and South Africa, it would be hypocritical for me not to go there. I would never do anything to promote apartheid. The history

of the Jews is one of persecution, so naturally I have great empathy for South African blacks. I've played in Russia, and I don't think human rights violations in South Africa are any worse than there."

Besides, the 120,000 strong South African Jewish community contributed a great deal to the Israel Tennis Centers. Mansdorf felt he owed it to them to play.

Mansdorf has just finished his three-year stint with Tzahal, Israel's army. Though he went through basic training, he was not in a combat unit and he was excused for tournaments. "The Israeli army gives many promising athletes time off to train. I used to get one-month passes to play tournaments. It wasn't a bad deal."

What if he were called up for reserve duty during an important tournament, say Wimbledon? "...If I'm in the semis at Wimbledon, I don't think they'd call me back," he says. "My being there would be good for national pride."



How I Spent My Summer Vacation...



During the cold winter, when your summer of '87 in Israel will be a warm memory for you, many other kids in your community will be planning their summer of '88. To clue them in on the wonderful time to be had in Israel, we are forming a Speaker's Bureau of Israel Summer Happening and Yedid on Kibbutz graduates. Members of the Bureaus will become our emissaries, speaking to interested groups, writing articles or being interviewed in the local press. You can tell it best because you will know it best. Interested? Remember that Reed Travis, Director of the Israel Summer Experience programs, has offered \$25 for anyone you can sign up. Contact Reed at 515 Park Avenue, New York, NY 10022. Or call him at (212) 750-7773.

News Item:

Philadelphia: Harry K., a local restaurateur, received a phone call one Sunday night last month: "Do you sell steaks?" asked the voice on the other end of the line. "Of course," was the answer. "Do you deliver?" "Anywhere you are."

Anywhere turned out to be Jerusalem. It seems that Sylvester Stallone, making *Rambo III* in Israel, complained that he couldn't find steaks to his liking there. So Harry trimmed and prepared 12 steaks for shipment to Israel the next afternoon. The phone rang again:

"Garlic on the side, please,

Harry." Garlic? Now wait a minute! Israel may not be famous for steaks, but Israel has enough garlic to take your breath away.



A Constitutional Debate

You studied the constitution this year and came to understand its importance as a guarantor of democracy. It's vital to the existence of every democracy in the world, right? Wrong. Britain, a 700-year-old democracy, is one of the six countries in the world (out of 168 recognized countries) that has no constitution. Israel, also a democracy, is another. Why? Ben Gurion, Israel's first Prime Minister and the primary architect of the new government, expected a large influx of immigrants. In fact, he expected all of the Jews to come; he felt it unfair that the State's founders create a constitution that would dictate to the millions who were yet to come, especially since there would be vast differences between all the groups.

Also, religious leaders wanted the Torah and the Talmud to be the basic law of the Jewish State; secularists could not agree to this. A compromise was reached – the rabbinate was to administer all areas of family law, e.g., marriage, birth, death, and no constitution was written.

But according to Judge Haim Cohn, this popular version is not the whole story. Cohn is one of Israel's most respected jurists and has served on its Supreme Court since 1960. He related this to FOOTNOTES:

In the early 50s, as Attorney General, I was sent to the United States by Ben Gurion to learn how to write a constitution, and if indeed to write one at all. He wanted me to see and hear how a constitution works and to get expert opinion for the new State of Israel.

I spoke with many people--politicians, judges, lawyers --and then I went to the Supreme Court. First I met with Justice Black (ed. Justice Hugo Black had served on the Court since 1937. He was known as a liberal on the bench.) I sat in his chambers and asked his advice. "Young man," he said to me, "I would like to

"....immediately write a constitution."

give you this piece of advice. Go home and **immediately** write a constitution. Put every detail you can think of in it -- leave no gaps -- make it airtight so that no court can overturn or bypass its provisions."

In that same chamber was Justice Felix Frankfurter (ed. Frankfurter was a justice from 1939 to 1962. Actively interested in the Zionist movement, he was also known as a liberal on the bench.). He, too, spoke to me: "Young man," he said, "I would like to give you some advice. **Don't** write a constitution. Follow the example of the British with their parliamentary democracy. For 700 years their system has stood and they are still the best democracy on this earth. If you will have a constitution, you may be led to think that a scrap of paper will allow the judiciary to abdicate its work. Human rights and the rights of the citizen have to be realized in a constant process...on a case by case basis. What is necessary for a nation to guarantee its

"Don't write a constitution."

basic liberties is the empowerment of brave judges who are not tied to anyone or anything and who cannot be influenced. These judges must be able to stand against the government like a wall."

"After all," Justice Cohn interrupted his story, "in Africa and in the USSR there are wonderful constitutions as well as oppression and dictatorships."

The young Cohn returned to Israel and testified before the Knesset, Israel's legislature, reporting both Justice Black's and Justice Frankfurter's advice. The Knesset chose to follow the opinion of the latter, unanimously.

Epilogue: About 17 years ago a small group of MKs (Members of Knesset) feared for Israel's democracy. They proposed the creation of a constitution; few took them seriously. But recently the Knesset appointed a sub-committee of its Committee on Law and the Judiciary chaired by Shulamit Aloni to study the issue. Just last month, the question became more current when a group from the Tel Aviv University Law School Faculty presented a draft of a constitution for Israel to President Herzog and Prime Minister Shamir. Both responded positively. The campaign for a constitution is gaining popularity; some bus posters can now be seen with the slogan: Constitution Now for Israel.

Today Justice Cohn, too, feels that it is time for Israel to create a constitution, despite Justice Frankfurter's admonition. Pro-constitution leaders feel that Israel's constant state of war with its neighbors creates too much stress for the young State, stress that did not exist for the British. A constitution, they feel, will guarantee democracy for Israel in the generations to come.



A TIME TO CORRECT . . .

In HEADLINES, the newsletter sent to your parents this summer, we incorrectly identified Matthew Wulfstat as Mike Rothman. Only a mother would know the difference, and it was indeed his mother who wrote us about it. Sorry guys. But it was Mike who critiqued the meat. Anyway, here is Matthew again, with the correct caption. Mike, send us your picture and we'll publish it with the correct caption in the next issue of FOOTNOTES.



At Kibbutz Sa'ar On the left, Kibbutz member Itai; on the right, Matthew Wulfstat; not shown, Mike Rothman: "All the food tastes the same -- it's the same meat, just different shapes."

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EDITORS
DIRECTOR

ISRAEL SUMMER EXPERIENCE
DIRECTOR
ISRAEL PROGRAM CENTER

Linda & Steve Schaffzin

Reed Travis

Ina Strauss

NOT JUST ANOTHER PRETTY FACE IN THE NEWS...

Do you know this man? Did you perchance meet him in your travels this summer -- or, more likely, meet him on the pages of your newspaper?

Use this clue to test your current events IQ.

He advocates an international peace conference to solve the Arab-Israeli dispute, and recently reestablished diplomatic ties between Israel and Hungary



Is it . . .

- A. Prime Minister Yitzhak Shamir
- B. Foreign Minister Shimon Peres
- C. President Chaim Herzog

For the answer, see below.



Remember:
Diarrhea in
Poriyah

Remember:
Sunrise on
Masada

Remember:
Sunset at the
Achziv beach.

Remember:
To AWOL
guys:
How did it
happen?
Answer:
Haifa...Tel Aviv,
what's the
difference?

Remember:
Olivia -- peep
peep.

Keep in touch with: JEFF KAYE

To FOOTNOTES Readers,

As the last few members of ISH 3 walked up the stairs in Ben Gurion Airport, I remember thinking, "How unfair it is to take a group of 40 people, force them to eat, sleep, laugh and cry together until they form a solid, inseparable body, only to force them to separate five weeks later!"



functioning normally?

For the first few days after the group left, I was unable to function normally. I was reprimanded for counting people waiting to cross the road in the center of Jerusalem, and my wife was puzzled when after eating dinner one day I presented her with a voucher.

Very quickly, however, I resumed my daily routine after only a day or two to recover all that sleep. I'm

now working at a new junior high school for learning disabled children, and next month I'll resume my studies at the Hebrew University (As Josh said, "A Cool . . . School!")

Israel, as you know, is not a perfect country, but as you learned in the summer, it is never **boring**. So, as you can imagine, I'll have plenty of new stories to tell you next time you visit and look me up.

Until then, I wish you lots of success in your studies and social lives.

Regards and good wishes.

Shalom, Jeff

Remember:
How Isaac
impressed the
kibbutzniks by
walking 35
minutes out to
the fields after
missing the
transport.

Remember:
"Plant"
Aronovitz

Remember:
The slides at
Luna Gal

Remember:
Where are all
the guys?



This year marks the 20th Anniversary of the Reunification of Jerusalem. Join the celebration.

Read TO BE SEVENTEEN IN ISRAEL: Through the Eyes of an American Teenager, Josh Clayton-Felt (Franklin Watts, 1987).

UNIQUE: an "absolute" term--either something is unique or it isn't--that does not allow qualification of degree...

"My alter-ego is Australian."

"I am the watergirl for the boys' football team."

"I was the first person at camp to have a horse roll over on me on the very first day."

Strangers in the Flight A Group Profile

The flight from Egypt in the Spring of c.1450 BCE was no doubt accompanied by frantic baking, great brouhaha, and a questionnaire. After all, we needed to record the demographics: how many families with how many children, how many brickmakers, how many water bearers, and so on. Not much has changed over the past 3,500 years, except the flight is now by plane from North America and, according to the FOOTNOTES questionnaire, there is not a brickmaker among you. Athletes, comedians, Japanese animation aficionados, yes; brickmakers, no.



THE SOUNDS OF MUSIC

With all the votes in, U2 placed first and second. That's not to say that Billy Joel didn't put in a strong effort to place third, or that Phil Collins wasn't in evidence. The Boombtown Rats made a fleeting appearance, as did Billy Idol and Pink Floyd. Placing far back in the pack, but showing great potential, was Bela Bartok.

A PERSON'S BEST FRIEND

Nothing here to jar the sensibilities. Cats, dogs, a couple of rats, a water snake. More interesting were the names: Goliath and Moonstone, Roo, Sylvester, Buster, Cosmo, Zachary (cats); Raisin, Matzah, Velvet, Lady, Woody, Dutch (dogs), Mr. Paganinni and Mr. Parson (goldfish); Jake (the water snake). May we take this moment to convey: our condolences to LM from LA on the passing of her dog, our support to LK and JK (no relation), both of NY, in their efforts to acquire a pet, and our sympathy to MF's cat on living with 13 dogs.

NO MORE PENCILS, NO MORE BOOKS...

We have news for the principals of America: during the summer months your school will not be missed, nor will your math teachers, history teachers and other

Continued on page 8

It's a Good Time for

The Great Taste of MacDavid's

What is the national food of Israel? Pizza, hamburgers, felafel, bagels, *shawarma*? Take your pick. The selection is indicative of the make-up of Israeli society, a mixture of Jews from all over the world, each group bringing the tastes of its native land. There is Moroccan couscous, Yemenite kubeh, East European brisket and matzah balls, Middle Eastern leben, and American hamburgers (at MacDavid's and Burger Ranch, among others). Whether you gear yourself for a taste of the unusual, or seek out the tried and true, you will certainly broaden your perspective (if not your waistline).

TO DARE OR NOT TO DARE

Most Israelis are divided between those who eat *harif* and those who don't. *Harif*, a North African spice, is guaranteed to clear your sinuses and bring tears to your eyes. Used in foods from soups to sauces, you might see it as an add-on-option (alongside tehina, ground sesame seeds in a watery paste) when you buy felafel. At a felafel stand, you get a pita with salad (salads include chopped tomato and cucumber, not iceberg lettuce) felafel balls (ground chickpea balls, deep fried), and some *hamootZIM* (pickled foods) like pickle slices.

Also at many felafel stands you will see (and smell) *shawarma*, a rack of lamb slowly roasted on a spit, thinly sliced and served in a pita or *AHSH-tahNOOR* -- a large, flat, thin Iraqi pita, wrapped around the lamb to form a cone.

POULTRY OFFERINGS

Israelis eat very little beef; it is imported from South America because Israel does not have enough space to raise beef cattle (although it is being done in the Golan on a small scale). Most Israelis stick to turkey and chicken. Schnitzel -- chicken breasts boned and flattened, breaded and fried -- are delicious. Served with *CHEEPSim* (French fries to us) and salad, it is a favorite with Israeli kids. If you are lucky, you'll get a taste of home-cooked *bahSAHR ahDOME* (literally, red meat), boned dark meat turkey miraculously prepared to taste like anything from cubed beef to veal.

ARE CARE PACKAGES REQUIRED?

Try Israeli snacks and food. Your favorite brands are available but, get this, Life Cereal will cost \$5-\$6 a box in an Israeli SOoper (supermarket). Israeli ice cream is...well, to be kind, let's say that this summer might be a good time for a diet. For those too weak to

Continued on page 8

Memories Are Made of This...

FOOTNOTES announces the publication of its 1987 Israel Bound Trip Diary. You will receive your diary during the pre-trip orientation session. Useful for recording experiences, it will also include myriads of practical information to help you negotiate your way through Israel.

Some diary tips:

Typical Scene #1:

You are beat after a long but great day of touring. You've just finished a 6-page letter home with all the highpoints (and some low ones) of the day including how the new high-tops got soaked in the wadi (it's a river bed, you explain to your sister). At this point you have no energy to repeat all that detail in your diary. Solution: Ask everyone back home to save your letters. Use them later to help fill in the details.

Typical Scene #2:

It's Mom's birthday and you want to call to say "I love you." How do you make the Israeli operator understand



Illustration by James Marshall from the book *George and Martha One Fine Day* by James Marshall, published by Houghton Mifflin Company, Boston. Copyright ©1978 by James Marshall. Reprinted by permission.

what a Poughkeepsie is? Look in the color pages of your diary -- we'll direct you step by step. Happy Birthday, Mom.

Other scenes, and solutions, include: Getting Sharon-from-Philadelphia's address when you visit her at Penn (address section of the Diary); entering the FOOTNOTES photo and writing contest (use the bound-in entry forms); quoting a poem or passage for a paper you are writing (complementary passages and photos throughout the diary); telling your friends what to expect on their trip to Israel (the important information pages); and best of all, remembering your great summer in Israel (the best reason for a diary!). <

LIKE TO WRITE...and see your work in print? To become a FOOTNOTES stringer, write: FOOTNOTES, 37 Overbrook Parkway, Overbrook Hills, PA 19151. Please send a sample of your writing and, if you have published before (student publications count), send a list of your credits and some sample work.

INSIGHTS

NEW FRIENDS, OLD FRIENDS

Miriam Shore, M.A.
Clinical Psychologist

Q: I feel a little nervous about this trip -- I'm not sure why, since I am excited and I have been looking forward to it. What can I do?

A: Your nervousness is perfectly natural and to be expected, especially since you are going to a new and far away place. Perhaps you can think of other times in your life when you were going somewhere new, like starting high school or going to camp, when you felt both excited and worried. If you can think back and remember how you overcame your feelings then, it might help you now. Also, understanding your worries will help: is it leaving the safety of your home and family, all the things you know, your friends...and, maybe, being afraid you'll have a difficult time making new friends or that you'll be left out in some way. It might help to remember that most of the kids are in exactly the same situation, perhaps feeling shy about meeting new people, too. Try to look for

someone who is also looking for someone -- catch his or her eye, introduce yourself. The best way to engage another person is to start a conversation. Don't wait for someone to come to you. Be assertive, if you can, and let others know who you are and

"It's always easier to encounter a new adventure with people who share the same feelings..."

that you want to know who they are. Then, perhaps, you'll be on the way to making a friend.

It's always easier to encounter a new adventure with people who share the same feelings and, most certainly, the other kids on the trip are feeling much the same way as you...talk about it!

Q: I have a boyfriend at home whom I like very much. I'll be meeting a

lot of new people on the trip this summer...and I want to. What if I meet a guy I really like?

My boyfriend and I haven't discussed it and I'm afraid to bring it up. I think I might make him angry, and worse, hurt him -- I really don't want to do that to him -- or lose him. What should I do?

A: Your concerns about your relationship with your boyfriend are well-founded and responsible. If you don't take the opportunity to discuss these feelings with him, however, he may be even more angry and hurt. And if you feel as if you are doing something behind his back, your guilty feelings may stop you from fully enjoying yourself. Take the risk and talk to him. Apparently you are not ready to be fully committed to him if you are thinking about meeting others, and perhaps this feeling is shared by him, as well. Talking will clear the air so that both of you can meet new people without feeling guilty. When you come back you may feel more certain of your feelings for each other, whatever you decide. Communicate...it will be best for both of you. <

Miriam Shore is Clinical Instructor, Jefferson University and the Medical College of Pennsylvania, Philadelphia; Faculty, Family Institute of Philadelphia; and in private practice, GKS/Crystal Group Associates, Wyndmoor, Pennsylvania.

Streep and Redford in *Out of Israel?*



Zionism: term first used in 1890 by Viennese writer Nathan Birnbaum, naming the movement to return the Jewish people to Erez Israel. From 1896 was specifically used to refer to the political movement founded by Herzl. His aim was the establishment of a Jewish State in Erez Israel; he advocated and facilitated the creation of the World Zionist Organization to achieve this goal.

Palestine: one of the names given to Land of Israel or Zion (Erez Israel) primarily by non-Jews. Originally the land of the Biblical Philistines. Used by Emperor Hadrian who sought to eradicate the term Judea, destroyed by Romans. Later used by Crusaders and others, up to and including British during the Mandate period.

Had history taken a different twist along the way to the creation of a Jewish state, you could find yourself with plane tickets to Argentina, the Sinai Peninsula or even Uganda.

When Theodore Herzl was building the Zionist movement (As Amos Elon said in his wonderful biography of Herzl, "Herzl did not invent Zionism...He forged the instruments that would put Zionism into practice..."), he turned to one of Europe's wealthiest men, the Baron Maurice von Hirsch, to finance the project. At the time, the Baron had created agricultural colonies for the settlement of oppressed Russian Jews in...Argentina. Herzl was willing to see the new Jewish state established in Argentina, but the founders of the Zionist movement who became his first followers insisted on Zion, Erez Israel, as the historical Jewish homeland.

Herzl decided that he needed their support and that the hearts of the Jewish people were in the Holy Land and Jerusalem. So you are not going to Argentina.

Herzl first wrote about his ideas for a Jewish nation in his pamphlet "The Jewish State," published in 1895. He did not sit and wait for something to happen. For the rest of his life (only nine years, he died in 1904 at the age of 44), Herzl ran from one financier to another, from one ruler or leader to another, and from one Jewish organization to another to find support. He tried to convince the German Kaiser to give Palestine to the Jews, to get the Rothschilds to buy Palestine from the Turks, to solve the Jewish problem for the Russians by the creation of the Jewish state.

In 1903 Herzl approached England which then controlled Egypt and, adjacent to Erez Israel, the Sinai Peninsula, known as Egyptian Palestine. He tried to convince the British to give the Jews a colony in the Sinai at El Arish. Joseph Chamberlain, the British Colonial Secretary was agreeable, but the Egyptian consul was not. A royal commission was sent to investigate the territory, but its report effectively killed the idea; there was no fresh water readily available, and Herzl's idea to pipe water from the Nile River was too expensive.

In a conversation with Herzl, Chamberlain casually mentioned Uganda. Months later, that casual suggestion created a crisis for Herzl and his fledgling

movement. In April, 1903, a pogrom in Kishinev, Russia led to the murder and injury of hundreds of Jews and the destruction of homes and shops. Herzl felt he had to act and decided the Zionist movement should consider the British offer of Uganda, actually a large area in what is now Kenya. At the sixth Zionist Congress in Basel that summer, the proposal caused an uproar. Though a majority voted to accept Herzl's proposal, a large number locked themselves in the meeting hall and vowed to split the movement. Herzl pleaded with them to agree that Uganda would be temporary, to relieve the current hardships of the Jews of Russia, and that Erez Israel would come in time. But the delegates swore that a Jewish state could only exist in the historical homeland of Zion. The arguments raged on even as the British settlers in East Africa protested the idea of bringing Jews there and as Herzl still worked toward a settlement of some sort in Erez Israel. At his death early in 1904, the issue was not resolved.

As we know, the movement did survive the crisis, insisting on the Jewish people's roots in what is today Israel. In 1897 Herzl wrote in his diary, "If not in five, then surely in fifty years" there would be a Jewish state; on May 14, 1948 the State of Israel was declared. And 39 years later you can see the results for yourself. <

GO FOR THE SOUND

Your favorite music is alive and well in Israel: U2, Billy Joel, Genesis. Most of it is heard on *Reshet Gimmel*, literally the third (radio) station, where the songs are introduced in Hebrew, but played the same way you hear them here in the U.S. or Canada. Do Israeli kids understand the lyrics? English is a required course, so they probably understand some, but what they like is the sound. As for Israeli music, the songs you learned at camp or in Hebrew school are golden oldies. Now there is a whole industry of Israeli rock, ranging from punk to ballads. You probably won't understand their lyrics, but try going for the sound.

Records and cassettes are purchased in shops and stands all over Israel. Israelis, however, are a bit more cosmopolitan than most North American teens; they also listen to many European groups that never reach our shores, including English, German and Scandinavian artists.

Israeli teens also go to concerts. Dire Straits played Jerusalem, and Paul Simon entertained thousands at the Yarkon Park in Tel Aviv. Most major stars play only Jerusalem and/or Tel Aviv. In the summer, their appearances are usually outdoors at the Yarkon amphitheater, or at the Sultan's Pool (no water, it's a large grass-covered field) in a fantastic setting at the foot of the ancient walls of Jerusalem's Old City. This summer will see the likes of Bob Dylan (in August), Ray Charles, and the Eurythmics. <

1. The Snake Path leads to:
a. the Garden of Eden
b. the Biblical Zoo
c. Masada
d. the Temple Mount

2. A hamsin is:
a. eaten in a pita
b. a heat wave
c. a sauna
d. a popular Arab name

3. Israel's legislative body is:
a. the Knesset
b. Tzahal
c. Yad Vashem
d. Mahane Yehudah

4. The Shrine of the Book houses:
a. the Torah
b. the Dead Sea Scrolls
c. Israel's Constitution
d. Ben Gurion's biography

5. Rachel's tomb is found in:
a. Egypt
b. Hebron
c. the Desert
d. Bethlehem

6. It is Friday evening at 7pm in Jerusalem and you hear a siren. Do you:
a. pull over to the side of the road?
b. go into an air raid shelter?
c. stand at attention?
d. light the candles?

TAKE-HOME TRIVIA

How many of these can you answer? 0-2 answers right: It's a good thing you're going this summer. 3-6: Not bad, but there's still lots to learn.

7-9: You're well-informed and can look for depth this summer.

10: Do you want a job writing trivia quizzes for future issues of FOOTNOTES? Put this page away and take the quiz when you get home in August -- we can guarantee a perfect 10!

7. The official languages of the Israeli post office are:
a. Arabic & Hebrew
b. Hebrew & French
c. Yiddish & Hebrew
d. Hebrew & English

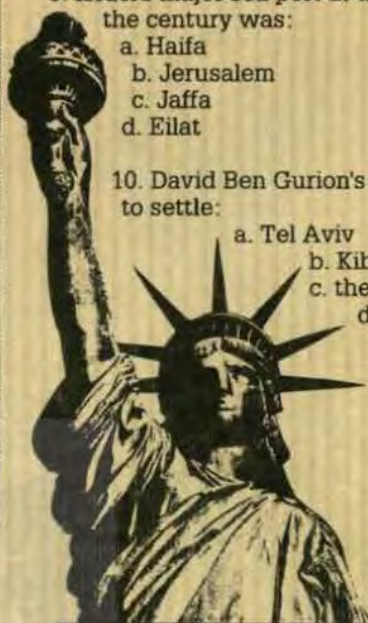
8. The color of the uniform of the Israeli Air Force is:
a. Blue & white
b. beige
c. black
d. olive green

9. Israel's major sea port at the turn of the century was:

- a. Haifa
b. Jerusalem
c. Jaffa
d. Eilat

10. David Ben Gurion's dream was to settle:

- a. Tel Aviv
b. Kibbutz En Gedi
c. the Negev
d. New York



ANSWERS

1c, 2b, 3a, 4b, 5d, 6d, 7b, 8b, 9c, 10c

The Army in the Street

Sometimes it feels as if the world is olive drab and khaki on a crowded bus or in a cafe in Israel. Soldiers in uniform walking around everywhere. If you look at their heavy black boots with the green pants tucked in, their tanned arms, the insignia on their shoulder, their heavy duffles and, of course, their weapons, you have to think: these people are serious.

And the truth is, they are. Army service touches every family in Israel; at any given time every male ages 18 to 21 is a

"Most of the people...in uniform are simply traveling from here to there."

soldier, as is almost every female from 18 to 20. Many men and women choose to serve longer or make the army their career. And even those men who don't will go every year for reserve duty.

With so many people in uniform at any one time, it is hard not to see a soldier on a bus or on the street. Just know that the army that you see in the street

does not signal danger. Most of the people you will see in uniform are simply traveling from here to there (with their laundry in the duffel) or taking an evening off.

Despite news reports on terrorist incidents in the Middle East, Israeli streets and buses are really quite safe. Most of that is due to the people out of uniform. From the time they are old enough to toddle, Israelis are taught not to touch any unattended packages or bags. If anyone sees a briefcase or shopping bag left alone, a hotline number is called and a specially equipped van is sent to the scene. Out rolls the

sapper's friend, the robot, which can either disarm or detonate a bomb while humans stand back in safety.

Noone in Israel is shy about asking people at a bus stop if the bag left on the bench belongs to one of the commuters. If it doesn't, the police are called. If it turns out to be someone's lunch, no one is annoyed -- everyone is just relieved and a little more secure.

It is important for you to remember not to leave your knapsack unattended, especially on public buses. And you, too, should report any unattended package you might see. Who do you turn to if you have a problem? What happens if there is danger?

Police in Israel (the country is so small that the force is national) wear tan uniforms with the blue and white insignia that appears on the white emergency vans (regular vans and cars are blue with a white insignia). Just like elsewhere in the world, they direct traffic, patrol city streets, ticket jay walkers (a serious offense in Israel), and cruise the highways. There are women soldiers who serve in the

police as part of their army service.

The Border Patrol, whose only job was once the protection of Israel's borders, now also assists the police in patrolling the streets. Wearing army green with dark green berets and police insignia, they patrol on foot and in jeeps. In crowds or in areas that are known to be problematic, they maintain a constant presence.

The army in the street in Israel is half at work, half at play. The result is often a sea of green, and always a feeling of safety. <

DRESSING FOR SUCCESS

If you are thinking of buying Banana Republic's Israeli Paratrooper bag -- wait until you get to Israel. Prices are much lower at the source. Smaller versions are also available.

Israeli sandals are the best and most durable on earth. You might want to buy yourself a pair, but remember they take a few days to break in. We recommend you bring your old worn-out sandals and once you're assured that your new ones have passed the blister stage, throw the old things out.

Watch for dual voltage (110/220) hair dryers and shavers. You will need adaptors for the plugs. If you don't get one with the appliance, they are available in most hardware stores (here and in Israel). A Franzus converter can be used with non-dual voltage.

In three words, the key to successful dressing for a tour of Israel is: LAYER AND PEEL. Though Israel is about the size of New Jersey, weather-wise it is much like a miniature United States, so be prepared to add a cotton sweater here, or peel down from a long-sleeved shirt there. It's easy if you know a little geography. (Note: the following is best read with the aid of a map of Israel.)

THE SEASHORE

On the flat coastal plain, that area around Tel Aviv that stretches from the Mediterranean beaches to about 10 miles inland, it is balmy day and night and humidity is the rule: something like the New York subway with sunshine. Many (but not all) buildings are air-conditioned. Shorts, tees or tank tops and sandals will be your uniform.

THE LAKE SHORE

But you haven't felt humidity until you've been in Tiberias, a picturesque town on the side of a hill overlooking the Kineret, the Sea of Galilee. Reminds one of a blast furnace. (The only consolation is the cool, lovely Kineret breeze.) Note that in Tiberias, however, there are many holy places where shorts and sleeveless tops are not acceptable, so take along cotton slacks or skirt and carry a shirt to slip over the tank top.

GOING UP

In Jerusalem, too, there are many holy places requiring modest dress (no shorts, revealing tops, i.e., sleeveless, midriffs, etc.) and you would not want to restrict your movements because of your clothes. The sun is quite hot in the cloudless sky, but there is little humidity. And in Jerusalem's crisp, dry air with its breezes, shaded streets and cool stone buildings you will find a skirt, or pants and a shirt more comfortable than in Tiberias. That is because, situated in the Judean hills, Jerusalem is actually quite high up -- about 2,500 feet above sea level. Evenings can get cool, so you will probably need to add a vest, cotton sweater (remember: layer) and perhaps switch to jeans, and sneakers and socks.

GOING DOWN

The driest and hottest places to be are in the Negev (like Beer Sheva) or in the arava, the valley south of Jerusalem (which is on the edge of the Judean desert). There you will find the lowest spot on earth (1,294 feet below sea level at the Dead Sea). You will also find mercilessly sunny days, few breezes, but cool desert nights. The very hottest place in Israel is Eilat, but don't worry; while you are there you will probably spend all your time in the water.

WHAT'S LEFT?

The north of Israel is a mixture of hot open spaces and green forests, quiet pools and gurgling creeks. During the day light clothing will be best, but bring along the sweater or at least a long-sleeved shirt for evenings. You will probably do a lot of hiking there, and sandals will give way to sneakers or hiking shoes.



Dani Kerman

SOME GENERAL TIPS
Light-colored clothing will help keep you cool. Look for natural fibers, avoiding polyesters which get sticky in the heat. At most of your stops there are laundramats where you do not work the machines, but rather leave a load for the proprietor to do and have ready for you later that day. You will do best to gang up large loads by combining with friends, so mark all your clothing clearly. If time is a problem, remember that your handwashed clothes will dry in lightening fast speed when left in the sun. Take along packets of Woolite or any other hand wash, or buy a plastic container of Textil (pronounced TEeSteel), Israel's answer to Woolite, in any corner store (called mahKOHlet) or supermarket (called simply the SOOPER in Hebrew). Unless you have a travel iron, opt for no iron permanent press. Remember that you can leave home dressy dresses, high heels, ties and suits; that is, anything more formal than a cotton shirt and slacks or cotton skirt. Even in synagogue, most Israelis do not wear ties or jackets.

Though your clothing needs will vary as you travel the short distances over Israel's varied landscapes, two things we can guarantee. The first is that Israel's sun, no matter where you are, will always be strong in the summer. (see Dr. Kirshbaum's tips on sun

management on page 7. Have patience with the sun -- don't ruin your vacation with a painful sunburn or worse.) At mid-day it can feel like a light sabre cutting through your skull in its intensity. That is why Israelis start out very early and rest during the heat of the day (about 1-4pm). Most important is a hat -- invaluable most of the time, an absolute necessity on hikes in the sun. Bring your favorite lightweight, scrunchable hat (no felt hats -- you'll melt) that can be folded up in your knapsack. You might want to buy a kefiyyah (traditional Arab scarf) or an olive-drab army hat worn by Israel's soldiers when they hike..

The second thing we promise, or your money back*: you will not need a raincoat. The sky is almost always blue and cloudless and it *never* rains during the summer. So take that, Florida and California! <

**Disclaimer: Acts of God are excluded from this guarantee, i.e., Israel is the land of the unexpected and just when we promise a refund, there will be a freak thunderstorm. But even on the long (verry long) shot that it might rain, don't bring the raincoat. We'll just get you an umbrella, unless you'd like to soak up the miracle.*

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Linda & Steve Schaffzin
Reed Travis
Ina Strauss



The Informed Photographer Developing A Summer Vacation

-- up to a week.) Most camera shop owners will be very helpful with your questions and many in the downtown areas speak English.

Martha also suggests:

1. If you are planning to buy a new camera, buy early so you can practice with a roll or two at home. Two things will be achieved: you will have shots of family and friends to accompany you on the trip and you will be better acquainted with your camera.
2. You will find it useful to take well-planned photos. Photograph friends against a background you want to remember. You can buy professional slides at many tourist sites which might be worthwhile especially if you do not have a sophisticated camera. On the other hand, they won't have your friends in them.
3. Though as a general rule it is best to keep the sun behind you when you shoot, facing the sun at an angle or even directly can create interesting effects with shadows. You might also look into a polarizing filter to help deal with the intense sunlight and to intensify the blue sky.
4. Keep in mind that the shot you take should be able to withstand the test of time: will it be interesting to you and others in the future?

Questions about cameras and photography? Suggestions for future columns? Send them to FOOTNOTES.

Watch for FOOTNOTES' 1987 Photo (and Writing) Contest. Entry blanks will be in the trip diary. <

FOOTNOTES turned to Martha Ledger, an experienced professional photographer, for a list of basic tips. The following suggestions apply to dabblers and serious photographers alike:

Heavy Decisions:

Though quality and reliability are important when pondering a purchase, don't forget to consider weight. A heavy camera might spoil the pleasure of the trip and you may even find yourself leaving it back in your room.

Look Ma, No Hands:

If you have a 35mm SLR camera, you should look at a Kuban Hitch (about \$18). An elastic harness that you wear around your chest, it holds your camera secure and close to your body. Very helpful while hiking and especially when you need two hands to negotiate a steep climb.

Keeping a Clean Machine:

Carry plastic bags to protect your camera from sand when you are on the beach. By the way, salt is apparently worse for your camera than water, though neither is recommended treatment. So extra care should be taken at the shore, especially on the shore of the Dead Sea (the saltiest sea of all).

Sunstroke:

Keep film and the loaded camera out of the sun as much as possible. If you leave your equipment on the bus, make sure you tuck it under the seat. Heat from the sun can damage film.

Negatives & Positives:

Buying black & white or color slide film now and processing when you get home is probably your most economical route. However, color print film is priced competitively throughout Israel, and in major centers like Tel Aviv and Jerusalem you can have your color print film processed in one hour. (Color slides take much longer

Stretch Your Dollar:

When You Purchase...

The price of a 36 exposure roll of Kodak color print film in Israel is about the same as you will pay at home, so you may want to bring along a roll or two and pick up more as you travel.

When You Process...

One-hour processing of color print film costs about \$13 in Jerusalem. We found this comparable to camera shop prices in the U.S., though mail order prices were somewhat lower.

kibbutz (ki-boots) n. pl. kibbutzim a collective farm or settlement in modern Israel.

When Dani Meir's 10th grade classmates needed to fund their annual class trip, they picked bananas during the harvest at a Negev kibbutz. Their earnings covered all their costs, from Jerusalem to Eilat and back.

Tali Shmueli is 18 and ready for the army. She is thinking about going to NaHaL with a group (called a gar-EEN or kernel) from the youth movement which she joined when she was nine. By joining NaHaL (No'ar Halutzim Lo'asim, Pioneer Fighting Youth), Tali will serve an extra year. As part of her service she will work on the movement's Kibbutz, or help start a new one in the Galil. She will serve the State and help build the land, which she considers the Zionist dream.

Where does a kibbutznik go for vacation? To the city, of course. Sha'ul and Devorah Dor live in Jerusalem. For

their vacation they love the quiet of kibbutz life, so every year they trade homes with a kibbutznik family.

These are just some of the ways Israelis interact with the three-and-one-half percent of the population who live on Israel's 280 kibbutzim. How will you perceive the kibbutz: as an historical phenomenon -- the early Zionists were also socialists who combined their social ideas with the political desire to build a Jewish homeland; as an economic unit that produces agricultural and industrial products for internal consumption and for export; as an experiment in a new social order; as a romantic ideal whose reality is rather rough and confining; as a fine expression of what Israel is all about? Above all, experience kibbutz life from inside-out. It is a truly unique Israeli phenomenon. <

SPEAKER'S BUREAU

Keeping the Home Fires Burning

During the cold winter, when your summer of '87 in Israel will be a warm memory, many other kids in your community will be planning their summer of '88. To clue them in on the wonderful time to be had in Israel, we are forming a Speaker's Bureau of Israel Summer Program participants. Members of the Bureaus will become emissaries, speaking to interested groups, writing articles or being interviewed in the local press. You can tell it best because you will know it best. Interested? Write to FOOTNOTES or speak to your group leader in Israel.

A Summer of Sun Days

The Best News of All: You will not get poison ivy this summer. There is no poison ivy in Israel. The weed exists only in North America.

In a dry place like Jerusalem which is so close to the desert, dust in the air can get behind your contact lens, causing irritation. Bring lubricating drops for use with contact lenses, and a good pair of sunglasses; switch to glasses if necessary. Lens supplies are available but expensive. Heat disinfection? Buy a Franzus converter (1600w capacity) for use with 220V current.

Good news abounds, says dermatologist Dr. Bernard A. Kirshbaum, for anyone who is traveling to Israel and has skin.

Since Israel is a sub-tropical area, the sun, like Florida's sun, is quite intense; it is almost never diminished by clouds in the summer. In fact, the sky can go cloudless 75% of the time. The sun, according to Dr. Kirshbaum, is often beneficial to many skin conditions, especially acne and other skin problems, both large and small. So the good news is that your skin will probably look better this summer; you will tan more easily and evenly (despite all the time you will spend in tour buses), and you may even feel better in general.

But what of the bad news? There need not be any, Dr. Kirshbaum suggests, if you follow some simple precautions:

1. Bottled Shade: Don't be in too much of a hurry to get that great tan. As we learn more about the harmful effects of the sun's rays, we understand why we should prevent sunburn and the absorption of ultra-violet sunrays by our skin. Too much of this good thing over a long period of time can lead to earlier aging and that wrinkled, leathery look, as well as skin cancer later in life. The answer is simple -- use bottled

shade, i.e., a good sunscreen. Dr. Kirshbaum recommends a screen with an SPF (sun protective factor) of at least 15, though higher factors are now available and advisable for those with fair skin. The sunscreen will still allow you to tan, but cuts out most of the harmful rays. "You may tan more slowly, but be patient," cautions Dr. Kirshbaum, "because you will prevent burns and damage to sensitive skin tissue."

2. Keep It Under Your Hat: Sunstroke is a possibility in the intense sun, so think HAT. One with a brim will help shade your eyes and face.

3. Catch the Original Wave: There is no replacement for water when it comes to skin and all other vital organs and tissues in the body. And in the intense Israeli sun and heat, your tissues could easily dehydrate. Though coffee, Coke and tea may seem to quench your thirst, don't be fooled; in fact, says Dr. Kirshbaum, the caffeine ingredients in these popular drinks drive off fluid and only add to your problems. Water is the best, so carry a canteen with you or buy bottles of cold water when you stop at a snack stand or corner store. Your lips will alert you to dehydration, acting as a flag. If you feel they are dry or chapped, your body is begging for water through your lips. Keep them smiling with a steady diet of H₂O.

4. Problem Skin: If you have acne, it is probably not a good idea to continue your internal acne medication. According to Dr. Kirshbaum, the strong sunlight will only intensify the drug's effects, perhaps leading to skin

irritation. So leave your tetracycline and other antibiotics at home. Accutane could also be a problem since taking it requires you to have blood tests at regular intervals. Vitamin A might be the only internal medication that would not lead to irritation or aggravation.

External medications are fine -- exception: Retin A, whose action is also intensified by sunlight, and externally applied tetracycline solution which can occasionally cause problems. Be careful with all the oxy's, those preparations with benzoyl peroxide, because they may be too drying. Bring them along to apply to individual blemishes.

Be sure to consult your physician on these and other medical questions.

5. Other Tips:

Pack an insect repellent -- mosquitos live in Israel, too. You will probably want to bring along your own soap, deodorant, and shampoo. Many American brands are available in drugstores and supermarkets, but are generally quite expensive. In a pinch, Israeli brands are not bad substitutes and baking soda makes a good (and cheap) substitute for deodorant. It can also be used as a toothpowder! As for make-up, you will probably find yourself using less and less as you tan, so don't worry about running out. <

Questions about skin care? Write to FOOTNOTES.

Dr. Bernard Kirshbaum is Professor of Clinical Medicine (Chief of Dermatology) at the Medical College of Pennsylvania in Philadelphia.

FOOTNOTES' 1987 Photography and Writing Contest

Photographers:

Enter your favorite photograph(s) taken in Israel and compete to win:

FIRST PRIZE

Your choice: 35mm SLR camera or a zoom lens accessory for your SLR (up to \$300 in value).

SECOND PRIZE

A camera accessory of your choice (up to \$100 in value).

THIRD PRIZE

Film and processing (a \$50 value).

Submit in any format: slide, black & white or color print.

You may enter more than once, up to three submissions.



This Is It!

Writers:

Write a description of a place, person or event you encounter during your six weeks in Israel and compete to win:

FIRST PRIZE

A portable electronic typewriter with memory (up to \$300 in value).

SECOND PRIZE

A cassette tape recorder (up to \$100 in value).

THIRD PRIZE

A \$50 gift certificate to a bookstore of your choice.

Entries must be prose and at least 500 words, but no more than 1,000. Please type your entry, double spaced.

FOUR HONORABLE MENTIONS

The Will to Survive, the story of the capture of Jerusalem in 1948 and the people who were there, in photos and text by John Philips.

Winning entries will be published in the Winter '87 issue of FOOTNOTES.

Use the entry form in your Trip Diary. All entries must be submitted by September 10, 1987.

STRANGERS IN THE FLIGHT... *Continued from page 1*
 assorted pedagogues. Almost to a person, FOOTNOTES readers indicated this sentiment. Parents, other relatives (even one brother), best friends, beds (more generally, bedrooms and entire houses), pets, cars and American cooking are something else again. They obviously will be sorely missed. For the few of you who listed skates or skateboards (we do not suggest you bring either): you'll be rolling around so much, you might feel right at home. As for MB from NY, there's not much we can do about the ceramics, though there are studios all over Israel. Perhaps you'll stumble upon one. And LRP of CA will have her beaches: the Mediterranean is lots warmer and greener than the Pacific. JG of NY presents a problem: the dude ranch at Vered haGalil right near the Kineret, and Kibbutz Keturah in the Negev with facilities for horseback riding, may not be on your itinerary. Put them on hold till your next trip.

All in all, you seem an interesting bunch and each of you has something unique to bring (you ride a

unicycle, never watched a State of the Union address, play the bassoon). Though most of you will start out strangers (there are a few friends and relatives traveling together), nevertheless your interests in photography, sports, music, books, et cetera, not to mention your desire to have an adventure and find out something about your history and the homeland of your people, indicate to us here at FOOTNOTES that you have a very good chance of finding a soul-mate or two (or three) this summer. L'hitra'ot. See you in Israel. <

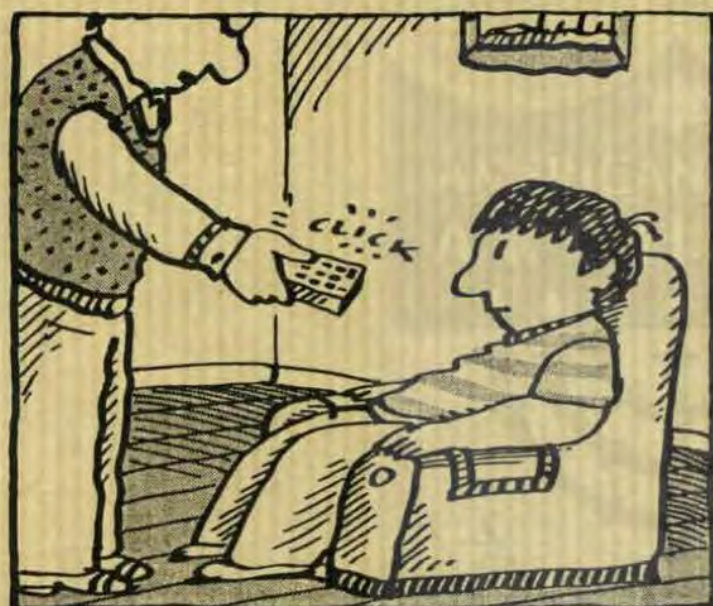


*Favorite comic strip:
Zippy the Pinhead.*



*'I love to be one of the
first people on a dance
floor.'*

*'I keep my room
somewhat neat.'*



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On TV Withdrawal

Can you survive the summer without the remote control embedded in your palm? The prognosis is good: Israel has much to offer beyond the tube. If you do manage to find yourself in front of a screen, here is what you'll see:

ISRAEL: *One channel, offering something for everyone (including a selection of American reruns with Hebrew subtitles);*

JORDAN: *(great reception in Israel) Two channels, one completely in Arabic, one largely American reruns (some of the cartoons are dubbed in Arabic);*

LEBANON: *One channel (you can receive it only up north, and only if the transmitter is still standing), with a fine selection of American reruns.*

But what if you had stayed home, what would you have seen then? No more and no less than another summer of reruns! <

IT'S A GOOD TIME... *Continued from page 1*
 diet, visit the Carvel store in Jerusalem or Tel Aviv, or try Manolitos South American ice cream. Diet or not, don't miss iced kahFAY, iced coffee with ice cream topped with whipped cream and sipped at a sun-drenched sidewalk cafe.

MOTHERS, TAKE HEART

There is good news on the health front: fruits are cheap and juicy; vegetables are fresher and taste more like vegetables (immediate delivery, no waxing); there are all sorts of interesting dairy foods -- cheeses and yoghurts. Fresh breads, rolls and pitot (one PEETah, two PEetote) are always available. Buy fresh roasted nuts, sunflower (called shah-HOR...literally, black) and pumpkin (lah-VAHN, white) seeds at stands. Ask for them by the 100 grams.

LIQUID REFRESHMENT

As for beverages, fresh fruit juices are available at many stands or ask for COHlah, not Coke, when ordering Coca-Cola. Pepsi is not to be found because a) they participate in the Arab boycott, or, as Pepsi claims, b) Coke has the market sewn up. You will see Pepsi in stalls in the Arab sections of Jerusalem's Old City, brought in from Jordan.

MEALTIME

Israeli breakfasts are unique: salads (grated carrot, chopped tomato and cucumber), hard cooked eggs, yoghurts and cheeses, bread and butter, and olives. You can get omelettes (ask for a HAVeeTAH) or sunny side-up egg (called bayTZA AHyin -- literally, eye-egg). Israelis often eat lunch as their main meal, around 1 or 2pm, and then a lighter meal later in the evening.

THE JEWISH STATE

A word on eating kosher: many, but not all, restaurants in Israel serve kosher food. Every kosher restaurant conspicuously posts its certificate of kashrut (renewed every several months) from the Israeli rabbinate, which means that someone checks often to make sure that all appropriate laws are observed. <

Preview a taste of Israel. Try this easy hummus recipe today:

20 ounce can chick peas drained (reserve 1/2 cup liquid)
 juice of 1 lemon
 1 large clove garlic, chopped
 1 tbsp. olive oil
 salt & pepper
 Place all ingredients in a blender and blend for one minute until smooth, adding more liquid if mixture is too dry. Season to taste. Use as dip with pita.