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AMERICAN JEWISH ARCHIVES

MS-831: Jack, Joseph and Morton Mandel Foundation Records, 1980–2008.
Series B: Commission on Jewish Education in North America (CJENA). 1980–1993.
Subseries 2: Commissioner and Consultant Biographical Files, 1987–1993.

Box
6

Folder
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Myers, Ken, 1989-1990.

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

TO: Henry L. Zucker
NAME
DEPARTMENT/PLANT LOCATION

FROM: Mark Gurvis
NAME *MG*
DEPARTMENT/PLANT LOCATION

DATE: 8/22/89
REPLYING TO
YOUR MEMO OF: _____

SUBJECT: FREELANCE WRITER

I met with Ken Myers, a freelance writer recommended by Norm Freidman and Cindy Dettelbach. Ken currently writes for Time Magazine, People Magazine, USA Today, and the Akron Beacon Journal. He also does periodic pieces for the Cleveland Magazine, Crain's Business Weekly, and others.

He impresses me as someone with a quick grasp of issues and I believe he would meet our needs for a writer who could help us with press releases before and after Commission meetings or major presentations. He is sending me a resume and portfolio of written work for us to review.

Ken's professional rate is \$200 per day and he would generally expect to complete a press release in that time (including background discussions with staff, interviews with key leaders, drafting of a press release, and redrafting in response to our comments). He would agree to a cap of two days per piece, and if volume begins to generate too much cost, he would be open to renegotiating the rate.

It would probably be worthwhile to have Ken attend the next Commission meeting, and perhaps future ones to help him understand the work and character of the Commission, and to help develop particular press releases. Obviously, we would also need to cover his time and expense for that travel.

He would be willing to work on ghost writing articles or editorial pieces if we would want that. Although he has done this several times for editorial articles for the New York Times, he notes that none have yet been published.

I suggest that you and Ginny also interview Ken, and if you find him satisfactory that we engage him. His time is flexible, so we can enter into a loose agreement to begin in October with about 2-3 pieces per month. This would run through June. As we near completion of the report, we may find volume increasing, but we won't know that until later down the line.

Please let me know how you would like me to proceed.

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cc: Mark Gurvis
Henry L. Zucker

TO: Morton L. Mandel
NAME
DEPARTMENT/PLANT LOCATION

FROM: Virginia F. Levi
NAME
DEPARTMENT/PLANT LOCATION

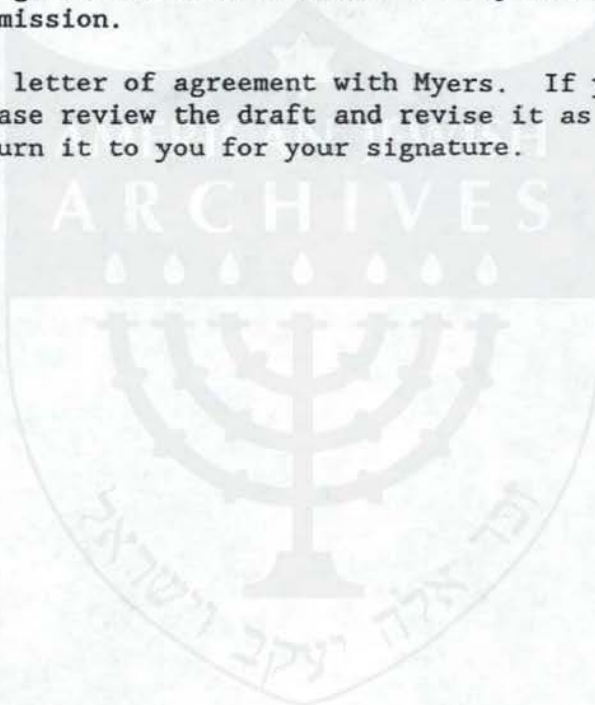
DATE: 9/20/88
REPLYING TO
YOUR MEMO OF: _____

SUBJECT: FREE-LANCE WRITER FOR COMMISSION

Henry Zucker, Mark Gurvis, and I interviewed Ken Myers last week as a possible free-lance writer for the Commission. We were well impressed with Ken, both in person and through a series of articles he submitted for our review. He seems well suited to the writing of press releases and news briefs. We recommend engaging him to write for the Commission and suggest that he attend the October 22 through 24 meetings in New York in order to help him understand and begin to write about the Commission.

Attached is a draft letter of agreement with Myers. If you agree with our recommendation, please review the draft and revise it as you wish. We will finalize it and return it to you for your signature.

Attachment



INTER-OFFICE
CORRESPONDENCE

file - Myers

TO: Mark Gurvis
✓ Virginia F. Levi
NAME
DEPARTMENT/PLANT LOCATION

FROM: Henry L. Zucker
NAME
DEPARTMENT/PLANT LOCATION

DATE: 9/26/89

REPLYING TO
YOUR MEMO OF: _____

SUBJECT:

We should report to the senior policy advisors the arrangements we are making with Ken Myers. Perhaps a memo should go out to them soon and he should be invited to the senior policy advisors next meeting to be introduced and to review his duties.



INTERNET
OFFICE
CORRESPONDENCE

MEMO TO: Senior Policy Advisors

FROM: Mark Gurvis *mg*

DATE: September 28, 1989

SUBJECT: Engagement of Freelance Writer

At the last senior policy advisors meeting, I indicated that we were considering a freelance writer to assist with some of the public relations work of the Commission. I am pleased to let you know that we have engaged Ken Myers, a freelance writer in Cleveland for this purpose. Ken has extensive experience in writing for the Cleveland Plain Dealer, Akron Beacon Journal, USA Today, People Magazine, Cleveland Jewish News, as well as other publications. He will be joining us at the next policy advisors meeting and Commission meeting in October so that he can get a better sense of the Commission process and how it might be brought to life in the media. I look forward to introducing him to you.



COMMISSION
ON JEWISH EDUCATION
IN NORTH AMERICA

4500 Euclid Avenue
Cleveland, Ohio 44103
216/391-8300

Commissioners

Morton L. Mandel
Chairman
Mona Riklis Ackerman
Ronald Appleby
David Arnow
Mandell L. Berman
Jack Bieler
Charles R. Bronfman
John C. Colman
Maurice S. Corson
Lester Crown
David Dubin
Stuart E. Eisenstat
Joshua Elkin
Eli N. Evans
Irwin S. Field
Max M. Fisher
Alfred Gottschalk
Arthur Green
Irving Greenberg
Joseph S. Gruss
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Ludwig Jesselson
Henry Koschitzky
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Norman Lamm
Sara S. Lee
Seymour Martin Lipset
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Herman D. Stein
Jonathan Woocher
Henry L. Zucker

Director

Henry L. Zucker

Staff

Mark Gurvis
Virginia F. Levi
Joseph Reimer

MEMO TO: Ken Myers

FROM: Mark Gurvis *ML*

DATE: March 21, 1990

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1. Press Kit -- At our March 19th meeting we agreed to begin preparation of a press kit with the following components:
 - a. Background summary on the Commission and its sponsoring organizations--I will adapt this from existing materials.
 - b. Bios of commissioners and staff--already on hand.
 - c. Statement of importance of the Commission (why is this an important story)--you will draft the statement.
 - d. Series of releases keyed to different aspects of the project (e.g., executive summary of report; how Commission relates to the Jewish community; education reform efforts in North America; research conducted by the Commission; etc.)--you will begin drafting these.
 - e. Listing of key terms--depending on the final report, some definition of key phrases may be appropriate. We will wait for a draft of the report to determine if this is necessary.
 - f. Clippings of articles (New York, Washington, D.C., Cleveland)--I will provide these.
 - g. A picture of cover of report.
 - h. Photo--headshot of Morton L. Mandel.

I will check with you in mid-April on how your work is proceeding on items c and d.

2. Research press releases -- Various research projects commissioned for CJENA are now reaching the point of distribution to the commissioners. We will plan to follow each report's distribution with a news release. Enclosed is a copy of the first report by Isa Aron. Please begin drafting a release for this paper.

We also discussed the possibility of your writing a more journalistic piece on the Commission which may be provided to the Jewish press. Smaller communities might be inclined to use such a piece in lieu of their ability to report directly. I will check with the Commission leadership to see if this is desirable.

