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Public Relations/Publicity Committee meetings, 1989.

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COMMISSION
ON JEWISH EDUCATION
IN NORTH AMERICA

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

March 13, 1989

Commissioners

Morton T. Mandel
Chaimson
Mortie Kalkis Ackerman
Ronald Appleby
David Arnow
Mandell L. Berman
Lick Bider
Charles R. Brontman
John C. Colman
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Irwin S. Field
Max M. Fisher
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Arthur Green
Irving Greenberg
Joseph S. Gruss
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David Hirschhorn
Carol K. Ingall
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Information

Senior Policy Advisors

David S. Ariel
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Arthur Rotman
Carmi Schwartz
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Jonathan Woocher
Henry L. Zucker

Director

Arthur J. Naparstek

Staff

Virginia E. Levi
Joseph Reimer

Mr. Joseph Reimer
Assistant Professor
Benjamin S. Hornstein Program in
Jewish Communal Service
Brandeis University
Waltham, Massachusetts 02254

Dear Joe:

Last month, a new committee was formed to assist in the development of a public relations strategy for the Commission on Jewish Education. At its first meeting on February 22, the committee identified several key publics to whom our efforts should be directed, and some perceptions regarding Jewish education, the Commission, etc. which may need to be addressed in our communications.

We have engaged the services of Paula Berman Cohen, a communications professional, to assist us in developing an approach to effectively reach our publics. I have suggested to her that she talk with you within the next few weeks in order to get more specific information on your various areas of expertise in the field of Jewish education (i.e. priority organizations, key contacts, target audiences, etc.).

Enclosed for your review and consideration are the minutes from the February 22 meeting on Public Relations, and a list of key publics which have been identified. Please feel free to add other publics to those already identified, and pass your ideas along to Paula when she contacts you.

Once again, please accept my thanks for your assistance.

Sincerely,



Arthur J. Naparstek
Director

Enclosures

MINUTES

COMMISSION ON JEWISH EDUCATION IN NORTH AMERICA

Public Relations Committee

February 22, 1989

Present: Morton L. Mandel, Chairman, David Ariel, Paula Berman Cohen, Stephen Hoffman, Virginia Levi (Secretary), Arthur Naparstek, Charles Ratner

I. Introduction

A. Purpose

It was noted that the purpose of this committee is to determine the Commission's position, posture, and points of view toward public relations. The group will meet periodically to formulate an approach and oversee the process.

B. Professional Support

It was noted that a decision has been made to engage a professional to assist with communications and public relations. Paula Berman Cohen was introduced as the person who will work with the committee, offering her skills in strategizing as well as a network of support staff to assist in carrying out the recommendations of the committee.

II. General Comments

Committee members were asked for their comments at the outset and responded with the following remarks:

- A. This is a useful process in order that the Commission have an opportunity to inform various publics about what is happening. People are aware of the Commission and, in the absence of an organized effort to inform, are making their own assumptions about its goals and approaches.
- B. This process will give the broader public an opportunity to identify with the Commission enterprise.

- C. A concerted public relations effort allows us to
 - 1. tell our story as we see it,
 - 2. involve our publics better in the process, and
 - 3. where possible, anticipate negative responses and address them in advance.
- D. We should be careful not to move too quickly with PR, since we are not yet ready with a program.

III. Identification of Publics

The committee identified publics and began to list possible desired outcomes, as follows:

A. Publics

- 1. Educators (formal, informal)
 - a. Commissioners
 - b. Organizations
 - c. Teachers
 - d. Senior Personnel
 - e. Academic
 - i. denominational institutions
 - ii. colleges of Jewish studies
 - iii. Judaic studies faculties
- 2. Denominations
 - a. Orthodox
 - b. Conservative
 - c. Reform
 - d. Reconstructionist

Under each denomination:

- i. teachers
- ii. rabbis
- iii. principals
- iv. senior faculty
- v. denomination lay groups (men's clubs, school lay leaders, etc.)
- vi. camp movements
- vii. youth groups

3. Organizations

- a. JWB - centers
- b. JESNA
- c. CFJ
- d. CAJE
- e. BDF
- f. COJEO
- g. Federations
- h. etc.

4. Lay Leadership

- a. Foundations - large funders
- b. National leaders - CJF, UJA, JDC, etc.
- c. Congregational leaders - local, national
- d. Persons interested in continuing Jewish education
- e. Federation leadership
- f. Bureau leaders

5. Commissioners

6. Jewish media/general media [consumers]

B. How do we want the publics to feel about the Commission?

1. Educators - Teachers

- a. This is a serious, well staffed, well directed effort
- b. The Commission is seeking ways to positively impact the profession
- c. Educators' - teachers' ideas and suggestions are welcome
- d. Educators - teachers are well represented on the Commission
- e. Jewish continuity is steadily moving higher on the communal agenda; we are seeking ways to further enhance this positive movement.

2. A similar list of desired outcomes will be developed for each of the publics identified.

IV. Next Steps

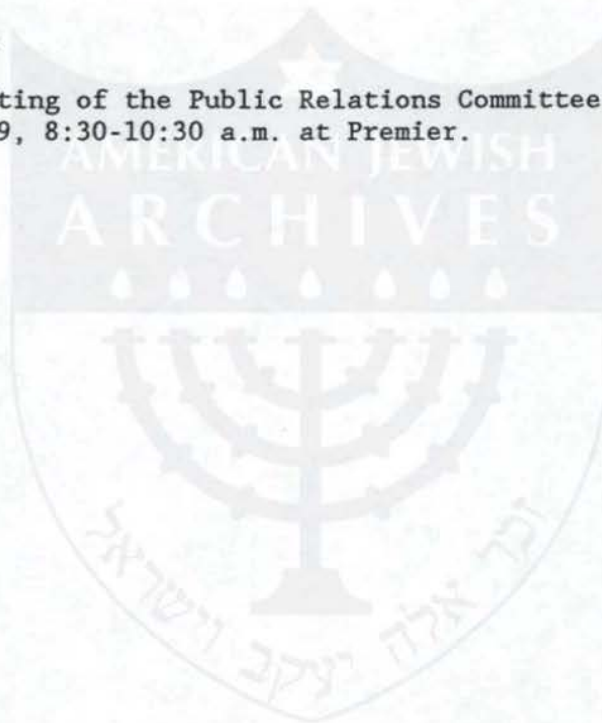
In the discussion that followed, it was agreed that next steps for the committee could include the following:

- A. The ideas generated at this meeting would be reviewed with senior advisors--including Joe Reimer, Art Rotman and Jonathan Woocher--who would be asked for their suggestions for revisions and additions.

- B. We will propose to CAJE that a presentation on the Commission at a plenary session be added to the agenda for their August meeting.
- C. A presentation on the Commission will be made at the April 9 meeting of Federation executives.
- D. Bennett Yanowitz will be asked to join this committee.
- E. During March a letter will be prepared for mailing to all commissioners, bringing them up to date on activities since December 14. This should be ready for review by senior policy advisors on March 30.

V. Next Meeting

The next meeting of the Public Relations Committee was set for Monday, April 3, 1989, 8:30-10:30 a.m. at Premier.



MINUTES: Commission on Jewish Education in North America
Public Relations Committee

DATE OF MEETING: April 3, 1989

DATE MINUTES ISSUED: April 20, 1989

PRESENT: Morton L. Mandel, Chairman, David Ariel, Paula Berman
Cohen, Stephen Hoffman, Virginia Levi (Secretary),
Arthur Naparstek, Bennett Yanowitz, Henry L. Zucker

GUEST: Ann Klein

COPY TO: Charles Ratner

I. Minutes

The minutes of the meeting of February 22, 1989 were reviewed. It was noted that we should indicate that the ideas and suggestions of educators and teachers are needed, not simply welcome.

II. Assignments

The assignments of February 22, 1989 were reviewed. It was noted that arrangements are under way for interaction with CAJE. It was suggested that a plan be developed for follow up after any meeting at which a presentation on the Commission takes place. It was also suggested that we consider sending representatives to the regional conferences of CAJE, which reach more local teachers.

It was suggested that an interim letter to Commissioners provide an update and perspective on the process which has taken place since the December Commission meeting.

III. Review of Memorandum on Commission Outreach

Joseph Reimer's memorandum of March 28 on Commission outreach to Jewish educational organizations was discussed. The memorandum recommends priority levels and means of contact for various formal Jewish educational organizations. It was suggested that a similar approach be developed for informal organizations.

In discussing contact with these organizations, a question was raised regarding the message we wish to deliver. It was suggested that it is appropriate to indicate what the Commission is and what it hopes to accomplish. The goals of communication are to generate interest, cooperation, and enthusiasm and to dispel misconceptions. It was also

suggested that we report the key issues under consideration and test the underlying assumptions with these groups. In the process, we will establish a framework or vocabulary with respect to the future of Jewish education.

The people with whom we will be communicating will eventually be in a position to implement Commission recommendations. Therefore, setting the stage for future engagement is important.

It was suggested that the Association for Jewish Studies receive a higher priority rating as representative of a group of highly trained people with Jewish knowledge and commitment who might be tapped to participate in implementation.

IV. Report on Interviews

Paula Berman Cohen reported that she had spoken at length with David Ariel, Joseph Reimer, Alvin Schiff, and Jonathan Woocher in order to gather information about the key publics and to get advice on a communication strategy. She noted that the range of ideologies which may exist within a single "public" limits opportunities to target the publics. It was suggested that it would be difficult and probably unnecessary to identify the particular traits of readers; written materials should be sufficiently general to appeal to the range of identities within a public.

Those interviewed suggested that the desired responses to the Commission developed for teachers/educators hold true for all publics. That is, we wish them all to feel that:

- A. This is a serious, well staffed, well directed effort.
- B. The Commission is seeking ways to positively impact the profession.
- C. Their ideas and suggestions are needed.
- D. They are well represented on the Commission.
- E. Jewish continuity is steadily moving higher on the communal agenda; we are seeking ways to further enhance this positive movement.

As a result, while we may wish to speak in specific ways to particular publics, the general strategy can be universal. PBC recommends a general, broad based approach identifying the Commission's purpose and direction.

V. Proposed Communications Strategy

A. General Discussion

A proposed communication strategy was presented to the committee for discussion. An objective of the strategy is to provide key publics an opportunity to identify with the Commission enterprise. It was noted that we should carefully cultivate those publics which must be supportive for the Commission outcomes to be effective. These include the federations, the JWB and JESNA "families" (including formal and informal Jewish educators), the rabbinate, and foundations.

It was suggested that communications use "passionate language" to communicate that there is a profound change taking place in Jewish education in North America.

Assignment

PBC will interview David Kleinman and Joel Fox and will seek additional advice on communications with informal Jewish organizations.

Assignment

An important next step is to develop a priority list of people within organizations with whom to communicate.

B. Key Publics

We must now be more specific about who our key publics are. Federations and foundations were added to the list. We will plan to communicate with the general public through the media.

C. Suggested Activities

It was suggested that we begin to focus on specific activities. These might include the following:

1. Work through the heads of the denominations to provide sermon material to rabbis on the theme of Jewish continuity.
2. Work with the PR directors of CJF (Frank Strauss) and JWB (Henry Hecker) to get articles in their publications, perhaps reflecting Commission reports to be made at their meetings on April 9 and 10.
3. Prepare an article for the Chronicle of Philanthropy.
4. Consider arranging media interviews with some of the interesting personalities on the Commission including such people as Twersky, Lipset, Bronfman and Crown.

5. Prepare a feature story for JTA, Circle, and some of the privately owned Jewish newspapers.

VI. Conclusion

Assignment

It was agreed that HLZ, AJN and VFL will work with PBC to develop a new and more specific version of the communication strategy. This will be circulated to the committee for response by the third week in April.

The next meeting of the committee is scheduled for Wednesday, May 10, 7:30-9:00 a.m. at Premier.



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Public Relations Committee

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- ☒ ASSIGNMENTS
☐ ACTIVE PROJECTS
☐ RAW MATERIAL
☐ FUNCTIONAL SCHEDULE

73890 (REV. 10/86) PRINTED IN U.S.A.

FUNCTION PUBLIC RELATIONS COMMITTEE
 COMMISSION ON JEWISH EDUCATION IN NORTH AMERICA

SUBJECT/OBJECTIVE ASSIGNMENTS

ORIGINATOR Virginia F. Levi DATE 4/3/89

NO.	DESCRIPTION	PRIORITY	ASSIGNED TO (INITIALS)	DATE ASSIGNED STARTED	DUE DATE	COMPLETED OR REMOVED DATE
1.	Draft a short piece (pamphlet, brochure, etc.) describing the Commission's work, members, staff, goals to precede a larger outreach effort.		AJN PBC	2/9/89	5/1/89	
2.	Develop a plan with AJN for maintaining contact with the nine local commissions on Jewish education. (See Joel Fox's analysis)	TP	HLZ	2/9/89	TBD	
3.	Develop a plan for follow up to meetings at which Commission presentations occur.		HLZ AJN	4/3/89	4/20/89	
4.	Develop priority levels and means of contact for various informal Jewish educational organizations.		AJN PBC	4/3/89	4/28/89	
5.	Interview David Kleinman and Joel Fox to seek advice on communications with informal Jewish organizations.		PBC	4/3/89	4/28/89	
6.	Develop a priority list of people within organizations with whom to communicate.		PBC	4/3/89	4/28/89	
7.	Work with Paula Berman Cohen to develop a new and more specific version of the communication strategy.		AJN HLZ VFL	4/3/89	4/20/89	



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- ☒ **ASSIGNMENTS**
☐ **ACTIVE PROJECTS**
☐ **RAW MATERIAL**
☐ **FUNCTIONAL SCHEDULE**

73890 (REV. 10/85) PRINTED IN U.S.A.

FUNCTION PUBLIC RELATIONS/COMMUNICATIONS COMMITTEE

SUBJECT/OBJECTIVE ASSIGNMENTS

ORIGINATOR Virginia F. Levi

DATE 2/24/89

NO.	DESCRIPTION	PRIORITY	ASSIGNED TO (INITIALS)	DATE ASSIGNED STARTED	DUE DATE	COMPLETED OR REMOVED DATE
1.	Review Committee ideas with JR, AR, JW. Get their suggestions of desired outcomes for each "public."		AJN	2/22/89	3/10/89	
2.	Contact Elliot Spack and propose plenary presentation on Commission for August 1 meeting.		MLM	2/22/89	3/1/89	
3.	Invite Bennett Yanowitz to join Committee.		MLM	2/22/89		
4.	Prepare update letter for mailing to commissioners in early April, following review by senior policy advisors.		AJN	2/22/89	3/30/89	
5.	Send minutes, AJN memo of 2/21, and list of key stakeholders to senior policy advisors prior to 3/30 meeting.		VFL	2/22/89	3/24/89	
6.	Create a short piece (pamphlet, brochure, etc.) describing the Commission's work, members, staff, goals to precede a larger outreach effort.		AJN PBC	2/9/89	3/25/89	

TO: Arthur J. Naparstek FROM: Virginia F. Levi DATE: 5/1/89
NAME NAME
DEPARTMENT/PLANT LOCATION DEPARTMENT/PLANT LOCATION

REPLYING TO
YOUR MEMO OF: _____

SUBJECT: PUBLIC RELATIONS COMMITTEE

Paula Berman Cohen and I spoke this morning about preparations for the Public Relations Committee meeting scheduled for 7:30 a.m. on May 10. Paula believes, based on past experience, that it would be useful to circulate something to the committee members prior to the meeting and wondered what that should be.

In her draft of April 13 on Communications Strategy, she proposed communication activities beyond contact with the news media. This was an attempt to incorporate Joe Reimer's, Art Rotman's, and Jon Woocher's suggestions from their memos on contact with various publics. We also have the memorandum of April 24 with a communications strategy on news media and an earlier version of the April 24 memo with an addendum listing key publics which might be added to the more recent version. Paula is wondering if these should be combined for a more comprehensive proposed strategy. Copies of these materials are attached.

In general, Paula is anxious for direction on what she should be doing now in order to be prepared for May 10. She will be at the Y all day on Tuesday, May 2, and hopes that you will call her there (881-6878) to discuss this further.

INTER-OFFICE CORRESPONDENCE