# MS-831: Jack, Joseph and Morton Mandel Foundation Records, 1980–2008.

Series C: Council for Initiatives in Jewish Education (CIJE). 1988–2003. Subseries 5: Communication, Publications, and Research Papers, 1991–2003.

Box Folder 46 10

Press clippings service, 1994-1995.

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

## PUBLICATIONS APPROVALS FORM

page 2 of 2

Publication Title BURRELL'S NEWSPAPER CUPPING SERVICE			
Description of Publication THIS SERVICE CLIPS ARTICLES FROM NEWSPAPERS			
ALOSS THE NATION			
Proposed Use TO CLIP ARTICLES ABOUT CISE THE POLICY BRIEF			
FROM THE NATION'S SEWISH NEWSPAPERS			
Request to Purchase			
Quantity Requested 1 MONTH OF SERVICE			
Purpose TO TRACK THE AMOUNT OF MEDIA COVERAGE ABOUT THE CIDE			
POLICY BRIEF. TO SEE THE QUALITY OF MEDIA COVERAGE ABOUT			
THE BRIEF.			
Publisher BURRELL'S INFORMATION			
Address 75 E NORTHFIELD ROAD			
LIVINGSTON, NJ 07039			
Phone 201.992.6600 Fax 201.992.1736			
Co. All well			
Submitted by Non D. Haffnann Date November 15, 1994  November 15, 1994  November 15, 1994			
Knowledge Center Approval Date			
Financial Approval Date			
Operations Approval Date			
Final Approval Date			

CIJE 401 (3/93)

FROM: Alan D. Hoffmann, 73321,1220

TO: CIJE, 74043,423 DATE: 11/16/94 8:54 AM

Re:

clip service

Robin,

I want to go aheadwith the clipping service but I only want to do it for one month. Can we do that . If yes, go ahead but also find out from Ginny whether we are going to need some pre-approval. You may want to tag it onto the budget for the Policy brief.

alan

--- Forwarded Message -----

From: Nessa Rapoport, 74671,3370 TO: Alan D. Hoffmann, 73321,1220

DATE: 11/15/94 8:08 AM

RE: clip service

It does seem worthwhile, if only because if we don't do it, we'll never know. Please let Robin know if you want to go ahead, and I'll tell her this morning what the story is.

Got your message about the reporters. I'll do my best, but this one is not under my control.

Re budget, I'll give Robin the sheet to prepare it per your directive.

Nessa

TO: Alan, 73321,1220

Re: clip service

Apparently, there is only one option: Burrell's, in New Jersey. (201)992-6600. The rate is \$166/mo. + \$1.25 per clip for the Jewish papers, nationally; \$230/mo. + \$1.25 per clip for all papers, nationally. The large national papers have already been read, but the Jewish papers are not read for two weeks, so if we wanted to go ahead, we would still get anything from the JTA story, or other stories, if we signed up this week.

What do you think?

Service Contract Invoice Sen

J-one Month?

Tell n&B
- In hotel by 8:30
Meeting 9

Fax Press reverse Paula 201992.1736 Fishication's form So articles

Lingson

# COUNCIL FOR INITIATIVES IN JEWISH EDUCATION

# **FAX COVER SHEET**

Date sent: 11/16/94

Time sent: 11:00 AM EST

No. of Pages (incl. cover): 4

To: Paula

From: Robin Mencher

Organization: Burrell's Information Services

**Phone Number:** 

Phone Number: 212-532-2360

Fax Number: 201-992-1736

Fax Number: 212-532-2646

### **COMMENTS:**

Paula:

Attached is a copy of the press release for the CIJE Policy Brief.

If possible, could you please clip (once the service is initiated):

-article from last week's Manhattan Jewish Sentinel

-article from last week's (Nov. 11) Baltimore Jewish Sentinel

I look forward to receiving your fax.

Sincerely,

Robin Mencher



Chair

Morton Mandel

For Immediate Release November 3, 1994

Contact: Nessa Rapoport

Telephone: (212) 532-2360, ext. 408

Fax: (212) 532-2646

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Executive Director Alan Hoffmann

Isadore Twersky Bennett Yanowitz

# Major New Study of Jewish Educators Finds Serious Lack of Training Alongside Significant Commitment

NEW YORK -- A new in-depth study of all the Jewish educators in Atlanta, Baltimore, and Milwaukee reveals that classroom teachers have far less professional background and in-service training than is commonly expected of teachers in general education. And yet the majority of teachers in day schools, supplementary schools, and pre-schools are strongly committed to Jewish education as a career.

According to the policy brief on the "Background and Professional Training of Teachers in Jewish Schools," to be released formally by the Council for Initiatives in Jewish Education (CIJE) on November 17 at the General Assembly in Denver, the findings offer a powerful first step in the Jewish community's continuity crisis: investment in comprehensive in-service training for current Jewish educators.

"Now every Jewish community can know where to start and what to do," said Alan Hoffmann, executive director of CIJE. "This is a major opportunity for North American Jewry."

### Among the findings:

- \* Over 80% of the teachers surveyed lacked professional training either in education or in Judaica--or in both.
- \* Almost 30% of teachers in supplementary schools had no Jewish schooling after the age of 13.
- \* Ten percent of the teachers in Jewish pre-school programs are not Jewish; in one community, the figure is as high as 21%.
- \* Forty percent of Judaica teachers in day schools have neither a degree in Jewish studies nor certification as Jewish educators, yet they attend fewer than 2 in-service workshops a year on average. (This is one-sixth the requirement for state-licensed teachers in the state of Wisconsin, for example.)
- \* And yet, almost 60% of the teachers view Jewish education as their career. Only 6% plan to seek positions outside Jewish education in the near future.

The policy brief, the first of a series based on the CIJE Study of Educators, outlines a plan for action that every North American Jewish community can undertake to improve its teaching personnel.

The complete study, conducted by Dr. Adam Gamoran, Professor of Sociology and Educational Policy Studies at the University of Wisconsin, and Dr. Ellen Goldring, Professor of Educational Leadership and Associate Dean of Peabody College of Education at Vanderbilt University, will be available in 1995 from CIJE.

CIJE's chair, Morton L. Mandel, of Cleveland, Ohio, is a former president of the Council of Jewish Federations (CJF) and a leading

philanthropist in the field of Jewish education.

"Although some of these statistics correspond to what we may have suspected anecdotally," said Mr. Mandel, "there are also distinct surprises. We believe that Jewish communities should be able to replicate this research method, extrapolate from these conclusions, and begin to address the personnel needs of Jewish education in a meaningful way."

CIJE was established to implement the conclusions of the influential Commission on Jewish Education in North America (1988-90). The Commission's final report determined that the revitalization of Jewish education will depend upon building the profession of Jewish education and mobilizing community support for Jewish education.

In undertaking research with implications for communal policy, CIJE's goal is to be a catalyst for systemic change within communities by providing the hard data that will allow thoughtful planning for building the profession of Jewish educators. CIJE also initiates educational reform by working in partnership with a wide range of communal and continental organizations, foundations, universities, and denominational movements.



November 16, 1994

Acct. No. 2376

Ms. Robin Mencher CIJE 10th floor 15 East 26th Street New York, NY 10010

Dear Ms. Mencher:

Thank you for your phone call today requesting that we initiate a press clipping service on your behalf. In order for us to begin, we require that you confirm your order by signing and returning the contract which accompanies this letter. For your convenience, both pages of the signed contract can be sent to our fax number (201) 992-1736.

The reading instructions shown on the enclosed contract are as stipulated in our telephone conversation. If any revisions are necessary, please indicate them on the contract form and they will be reconfirmed to you. Please note that although work will start immediately when you return the signed contract, no clippings will be sent to you and we will discontinue reading if the required prepayment of \$166.00 is not received within ten working days of the date shown on the contract.

Thank you for giving us this opportunity to serve you. If you have any questions, please don't hesitate to call your Customer Service Representative, Cathleen Flaherty, or me.

Yours tru

Group Sales Manager

MW:jd Encl. First of all, Robin, I don't know if anyone had the chance to tell you that yesterday went very, very well. Everything that needed to happen did, and we can all get a good night's sleep at last--except that we can't, because it's 5:45 and I have to get ready for the breakfast!

Here's what I'm thinking. Could you call Burrell's today and let them know what to look for? In other words, I know they'll look for The Council for Initiatives in Jewish Education, but they have to keep their eye open for CIJE as well. Also, tell them they should pay special attention to coverage of Jewish education; to GA coverage; to Amnon Rubinstein's name--since we sponsored his speech and press conference--and to Mort Mandel's name. I'm NOT saying we're having them look for five things instead of one, but that our sponsorship of this stuff may be "buried" in the article, and then they'd miss it. These names are "cues" for where we might be appearing.

I understand from Alan, in my groggy state last night, that the clip service may still be a subject of debate. We HAVE to go ahead--we had a good press conference yesterday and we'll never know what we got out of it. My concern is timing. I don't want to miss any of this stuff. (The Intermountain Jewish News, for example, covered us in last Friday's paper; you should tell them to keep a look out. I also heard we were in the Washington (DC) paper of last Friday, which you should communicate that to them as well, or we'll never see the story.) It is a waste of all our work if we can't track the coverage, so if there's still a problem, please help straighten it out!

Hope you've had a relaxing week. We haven't! See you Monday.

Nessa

# **COUNCIL FOR INITIATIVES** IN **JEWISH EDUCATION**

### FAX COVER SHEET

Date sent: 11/17/94

Time sent: 4:20 pm EST

No. of Pages (incl. cover): 3-4

To: Michele Wilde GINNY

From: Robin Mencher

Organization: Burrelle's Press Clipping Service

Phone Number:

Phone Number: 212-532-2360

Fax Number: 201-992-1736

Fax Number: 212-532-2646

COMMENTS:

Dear Ms. Wilde,

Attached you will find a copy of the contract you sent our office yesterday. As of today and continuing for one month, we would like you to clip all articles found in Jewish newspapers nationally pertaining to CIJE in general with special attention to the recently released CIJE Policy Brief based on our survey of Jewish educators.

I hope the press release that I faxed to you yesterday will be of some assistance. If you have any more questions, feel free to call or fax our office at the above numbers.

Sincerely,

Robin Mencher

cc: Alan Hoffmann Virginia Levi



75 East Northfield Road, Livingston, New Jersey 07039 Phone: (201) 992-6600

November 16, 1994

#### PRESS CLIPPING SERVICE AGREEMENT

Account Number 2376

BURRELLE'S PRESS CLIPPING SERVICE, hereinafter called BURRELLE'S and CIJE(CUSTOMER)

Att: Ms. Robin Mencher 10th floor 15 East 26th Street New York, NY 10010

agree:

- The Service
- 1.1. BURRELLE'S will furnish CUSTOMER with press clippings (THE SERVICE) for a minimum period of one month beginning upon receipt of signed contract.
- 1.2. THE SERVICE will cover all references to the following subjects:

CIJE (COUNCIL FOR INITIATIVES IN JEWISH EDUCATION)

Media Coverage

The publications and other news sources that will be covered by THE SERVICE include the following, except as modified in Paragraph 3:

Jewish Publications

- Geographic Coverage USA
- Pricing
- 4.1. The monthly service charge for the coverage indicated above is \$166.00.
- 4.2. The 'news unit' charge for the coverage indicated above is \$1.25.
- 4.3. The prices indicated in 4.1 and 4.2, above, include regular delivery by mail twice a week within the U.S.
- 5.1 Unless indicated below, clippings will be mailed to the above address.

MW:jd

#### Miscellaneous Provisions

- A "news unit" is defined as a clipping and each of up to five (5) continuations of a clipping from print and wire service media, and ten
  (10) words of typed transcript from radio and television broadcasts, except that each clipping from the Associated Press newswires
  will be counted as two "news units".
- 2. BURRELLE'S reserves the right to change prices upon fifteen (15) days prior notice to CUSTOMER. Upon such notice, CUSTOMER may terminate this Agreement with ten (10) working days written notice to BURRELLE'S.
- This Agreement will remain in effect beyond the initial time period and will continue automatically thereafter until canceled by written notice.
- Revision or cancellation of this Agreement is required in writing, and ten (10) working days notice must be given to clear all clippings in process of production at the time of revision or cancellation.
- Revisions or cancellations of orders for clippings from countries other than The United States, Canada and Latin America are subject to twenty (20) working days written notice.
- While every effort is made to provide a complete and accurate service, no guarantee can be made that all relevant clippings and references will be found.
- Acceptance of all clippings and transcripts implies that they are correct and binds CUSTOMER to pay for them unless they are returned to BURRELLE'S within ten (10) days.
- 8. Advertisements are not sent unless they are specifically requested.
- 9. Invoices are mailed on the last day of the month. Terms are NET 30 DAYS. An interest charge of 1½% per month will be imposed on any unpaid balance outstanding more than thirty (30) days. If it becomes necessary to turn this account over for collection, it will be subject to a collection charge of the lesser of 35% of the unpaid balance or the maximum permitted by law in the state of jurisdiction.
- 10. If this Agreement shall be executed by a party acting or claiming to act in a representative capacity, such agent or representative shall be personally bound for the services to be performed under this Agreement as if said agent or representative was not acting in a representative capacity.
- 11. The relationship of CUSTOMER and SURRELLE'S is an independent contractual one, and nothing herein contained shall be construed to constitute the parties as partners, joint venturers or agents of one another.
- 12. This Agreement shall be governed by the laws of the State of New Jersey.

Agreed:		
For CUSTOMER	For BURRELLE'S	
Signature Robin Menuny	Signature	
Print Name ROBIN S. MENCHER	Print Name	
Print Title CIVE SECRETARY	Print Title	
Telephone No. (ZIZ) 532:Z360 X AZ5		



PRESS CLIPPING SERVICE

75 EAST NORTHFIELD ROAD / LIVINGSTON / NEW JERSEY 07039 (201) 992-6600/(212) 227-5570/(800) 631-1160

Ms. Robin Mencher CIJE 10th floor 15 East 26th Street New York, NY 10010 INVOICE

TERMS: NET 30 DAYS

P.O. NO. >

ACCOUNT NO. ▶ 2376

• 11/16/94

INVOICE NO.

INVOICE TOTAL \$166.00

TOTAL DUE

\$166.00

PLEASE DETACH AT PERFORATION AND MAIL WITH YOUR REMITTANCE

Prepayment for services

\$166.00

INVOICE TOTAL

\$166.00

AN INTEREST CHARGE IS ASSESSED ON ALL AMOUNTS OVER 30 DAYS OUTSTANDING.

TOTAL AMOUNT DUE

\$166.00

CURRENT OVER 30 DAYS OVER 60 DAYS OVER 120 DAYS OVER 90 DAYS



ACCOUNT NO. ▶ 2376

PURCHASE ORDER NO. >

DATE ▶ 11/16/94

INVOICE NO. >



# COUNCIL FOR INITIATIVES IN JEWISH EDUCATION

# **FAX COVER SHEET**

Date sent: 12/19/94

Time sent: 4:15 pm

No. of Pages (incl. cover): 2

To:

Michelle Wilde

From: Robin Mencher

Organization: Burrelle's

**Phone Number:** 

Phone Number: 212-532-2360

Fax Number: 201-992-7675

Fax Number: 212-532-2646

## **COMMENTS:**

Here is the Baltimore Jewish Times article. I didn't have the Intermountain Jewish News article on hand.

Thanks for all your hard work. Keep me posted.

Robin

J Stondard (NJ) JTA

Long 151 and Jewith World JTA

Baltimore Jewith Times
Intermt. Journ News (Donon)

# BURRELLES

- -VERBAL PHREEHENT TO BEGIN 2ND MONTH 12.12.99
- WILL SEND US A BILL
- WILL ASK FOR NEXT MONTH

- ABOUT MISSING CUPS:

NOT BE ALL AT ONLE

- MULL CALLBACK BY TOMORROWEN AFTER SHE VS IT OUT - MORE WILL COME LATER THIS WEEK

12/14/94

talked whenethe, they are coming.



November 18, 1994

Acct. No. 2376

Ms. Robin Mencher CIJE 10th floor 15 East 26th Street New York, NY 10010

Dear Ms. Mencher:

This letter will confirm receipt of the contract we asked you to sign in order to initiate your press clipping service. Enclosed is a fully executed copy of that contract for your records, indicating the start date of the order and including any changes you requested up to this date. If there are still any discrepancies in the reading, shipping or billing instructions, please advise us immediately by phone or fax. Otherwise, this contract is deemed to be correct and binding.

Also enclosed is an invoice in the amount of \$166.00 as the prepayment we require. As we explained, if we do not receive the prepayment within ten working days of the date shown on the contract, we will be obliged to discontinue the order.

Once again, I want to thank you for this order, and invite you to call your Customer Service Representative, Cathleen Flaherty, or me if we can be of any assistance.

Yours truly,

Michele Wilde

Group Sales Manager

MW:jd#F Encl.

Msq w/ Michelle wilde 1/4/95 - got all those articles
- voratharpens out the end? - reading period?
- agot mostofit? Stop reading on 17th
Stril receive 10 days past 17th (end)

# COUNCIL FOR INITIATIVES IN JEWISH EDUCATION

## **FAX COVER SHEET**

Date sent:1/11/95

Time sent:

4:20 pm

No. of Pages (incl. cover): 1

To: Ginny/Sheila

From: Robin

Organization:

**Phone Number:** 

Phone Number: 212-532-2360

Fax Number:

Fax Number: 212-532-2646

COMMENTS:

RE: Burrelle's Clipping Service

I just receive this note in the mail today. Each clip will cost \$1.30 now instead of \$1.25. We have received over 20 articles (FYI: 1 clip = 1 page of an article). 10 clips did not pertain to us and we have been credited. We here in NY are feeling this has been worth while. We are planning on cancelling service on January 17.

s.g. # 55

Account # <u>23 %</u>

Dear Customer:

Every year, we try to keep our price increase in line with the projected rate of inflation as measured by the Consumer Price Index. Many economists are estimating that the Index will increase in the vicinity of four percent next year. In addition, the new year will see a postal rate increase of more than ten percent. Nevertheless, through cost-cutting and productivity improvements we are pleased to be able to keep our prices lower than the anticipated inflation increase.

We wish you much health, happiness and success in the new year.

BURRELLE'S PRESS CLIPPING SERVICE

s.g. # <u>55</u> Account # <u>2376</u>

Dear Customer:

Every year, we try to keep our price increase in line with the projected rate of inflation as measured by the Consumer Price Index. Many economists are estimating that the Index will increase in the vicinity of four percent next year. In addition, the new year will see a postal rate increase of more than ten percent. Nevertheless, through cost-cutting and productivity improvements we are pleased to be able to keep our prices lower than the anticipated inflation increase.

Effective January 1, 1995, our basic monthly reading charge for the print coverage you receive will be increased by \$ 4 and the price per clipping will be increased by 5 cents. We thank you for your continued patronage, and pledge that we will always provide you with the best and most cost-effective press clipping service.

We wish you much health, happiness and success in the new year. nichele Wilde

BURRELLE'S PRESS CLIPPING SERVICE

# COUNCIL FOR INITIATIVES IN JEWISH EDUCATION

# **FAX COVER SHEET**

Date sent: 1/23/95

Time sent: 9:05 am

No. of Pages (incl. cover): 2

To:

From: Robin

Organization:

**Phone Number:** 

Phone Number: 212-532-2360

Fax Number:

Fax Number: 212-532-2646

**COMMENTS:** 

Good Morning Everyone!

Here is the letter that confirms our cancellation of the clipping service. I am keeping it on file with the contract. I assume we will get another bill soon.

Talk to you soon, Robin\*



January 17, 1995

Account No. 2376

Ms. Robin Mencher CIJE 10th Floor 15 East 26th Street New York, NY 10010

Dear Robin:

In accordance with your request, we have cancelled your press clipping service, effective January 31, 1995. This date includes the ten additional working days we require to clear clippings already in process at the time of your cancellation.

If I can be of further assistance, please feel free to contact me. In the meantime, I want to thank you on behalf of Burrelle's for utilizing our service, and I hope that we may have the opportunity of working with you again soon.

Sincerely,

Cathleen Flaherty Customer Relations

Cathleen Flahorty

CF:an



Chair

Morton Mandel

Vice Chairs

Billie Gold

Ann Kaufman Matthew Maryles Maynard Wishner

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Melvin Merians
Lester Pollack
Charles Ratner
Esther Leah Ritz
William Schatten
Richard Scheuer

Ismar Schorsch David Teutsch Isadore Twersky Bennett Yanowitz

Executive Director Alan Hoffmann February 6, 1995

Michele Wilde

Burrelle's Information Service

75 East Northfield Road Livingston, NJ 07039

Dear Michele,

Enclosed you will find 40 pages of clips received by CIJE that do not pertain to CIJE, our study of educators, Morton L. Mandel, or Jewish education as connected to our work.

As stated in our contract, upon receipt of these clips, Burrelle's will refund CIJE \$1.30 for each clip for a total of \$52.00.

Again, I would like to reiterate how much CIJE has appreciated your continued service over the past two months. We look forward to working with you once again.

Sincerely,

Robin Mencher

CC: Sheila Allenick

# 2/22/95

She would issue us a new birl at a rake of \$166.

we should wait to pay this until them. We receive me new Statement.



#### PRESS CLIPPING SERVICE

**TERMS: NET 30 DAYS** 

INVOICE

75 EAST NORTHFIELD ROAD / LIVINGSTON / NEW JERSEY 07039 (201) 992-6600 / (212) 227-5570 / (800) 631-1160

CIJE Att: Ms. Robin Mencher 10th Floor 15 East 26th Street New York, NY 10010 P.O. NO. ACCOUNT NO. 2376

DATE 02/13/95

INVOICE NO. 95010693

INVOICE TOTAL \$199.30

TOTAL DUE \$199.30

#### PLEASE DETACH AT PERFORATION AND MAIL WITH YOUR REMITTANCE

Previous Balance Basic Rate Charge 0.00 172.00

Clip Transactions:

51 Print Clippings Shipped

01/03 2 01/05 7 01/09 9 01/11 11 01/16 13 01/13 6 01/23 4 01/25 2 01/30 2

40 Clips Credited & 130 cents each 61 Clips Charged & 130 cents each

52.00CR 79.30

FINAL BILL 12/31-1/31

INVOICE TOTAL

199.30

TOTAL AMOUNT DUE

AMOUNTS OVER 30 DAYS OUTSTANDING.

CURRENT OVER 30 DAYS OVER 60 DAYS OVER 90 DAYS OVER 120 DAYS

\$ 199.30 \$.00 \$.00 \$.00 \$.00





PURCHASE ORDER NO. ACCOUNT NO. DATE 02/13/95

AN INTEREST CHARGE IS ASSESSED ON ALL

### Burrelle's Returns

Number of Clips: 40

Here is a list of papers and their reporter that did feature stories on Jewish education that were not related to CIJE but we received and returned.

Papers:

Writer:

NY Jewish Week

Judith Naomi Fish

Jewish Community News

Susan Sher

Clifton, NJ

Metro West Jewish News

East Orange, NJ

Ellen Friedland

Last Orange, 14.

Jewish Review

Portland, OR

Deborah Seldner

Jewish Chronicle

Pittsburgh, PA

Joel Roteman, Exec. Editor