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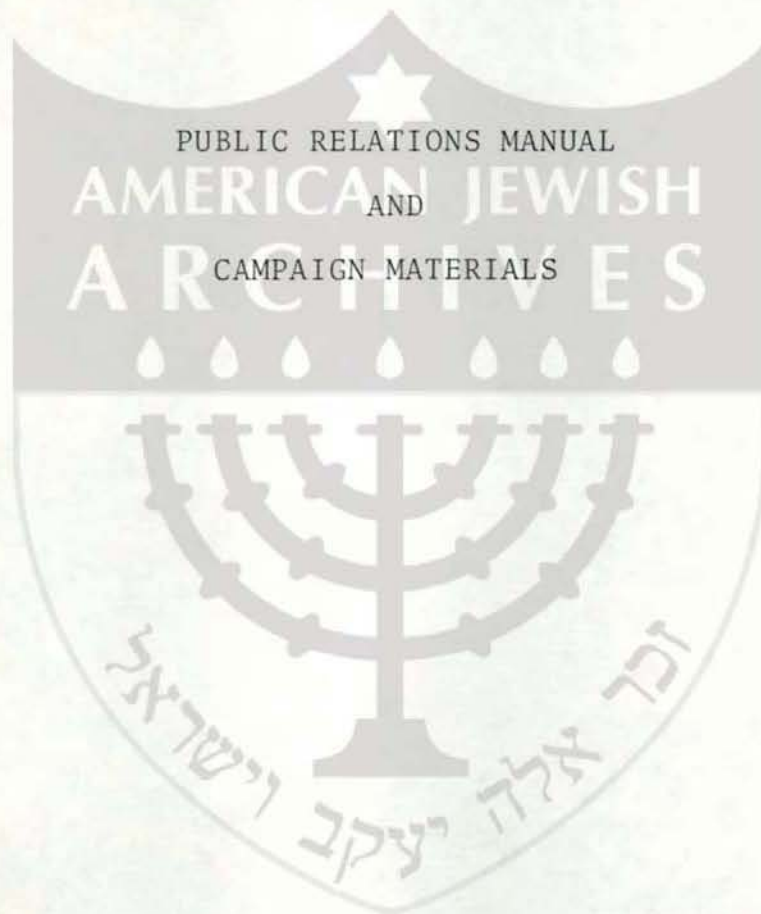
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Public relations manual. "Survival Means Sacrifice." 1971.

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"ISRAEL MUST LIVE"



National Public Relations Department
United Jewish Appeal
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New York, N. Y. 10019

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PURPOSE OF THIS MANUAL

This manual was written to help develop and maintain a more effective local public relations effort on behalf of the United Jewish Appeal and the community campaign. We hope that it will serve as a continuing reference for ideas and procedures which may be adapted to your needs.

Public relations, for us, is designed to accomplish two main objectives:

1. Create and maintain a favorable climate of opinion for fund raising efforts.
2. Improve understanding and increase public awareness of the local Jewish Federation or Welfare Fund, its services, policies and humanitarian objectives.

Success in accomplishing these objectives will be realized more fully as we develop a greater identification and relationship with the following publics:

1. The local Jewish community and its leadership.
2. Civic and business leaders.
3. State and local government officials.
4. The non-Jewish general public.

These are the people with whom we need to communicate. The press - newspapers, radio and television - letters, meetings, and personal contacts are some of the channels of communication available. In this manual we will further define the use of many of these tried and proven communications techniques.

PUBLIC RELATIONS PHILOSOPHY

An organization is like a person. It acts and reacts, has a personality and is liked or disliked according to what people have heard about it or experienced in their various relationships with it.

A public relations effort consists of those things which are done, or sometimes not done, to make an impression on the public and from which the public forms an opinion about an organization and its objectives.

Favorable public opinion is earned by:

1. Doing things deserving of good opinion, and
2. Telling people about those things.

We are judged by how well we fulfill our basic humanitarian objectives.

We are also judged by our:

1. Integrity;
2. Citizenship in our cities, state and nation;
3. Progressiveness;
4. Efficiency;

5. Friendliness, and

6. Good management

So widely has the awareness of these responsibilities spread in our society that the ever-recurring question, "What will people say?" has become, "Is it good public relations?"

The benefits of public relations, it follows, can be enjoyed only if the public relations are good and when the benefits are deserved. A story that is not completely true will not only bring repercussions from the press but will alienate the newspaper man to whom it was given. It will be extremely difficult to get him to use materials from the same source again.

But good conduct is not enough. Public relations must be dynamic. It must undertake:

1. To attract attention;
2. To win belief, and
3. To impart understanding.

To do this, public relations must go to the heart of the organization -- its professional management -- and find the answers to four questions:

1. What is the message it wants to impart?
2. To whom?
3. How? and
4. To what purpose?

To get the answers may take time and effort. But once they are answered, they should enable management to:

1. Understand thoroughly the nature and purposes of the organization.
2. Communicate this understanding to others, and
3. Observe and evaluate the effect.

Through the practice of the kind of public relations that is right for its organization, professional management can capitalize on many opportunities which will enable it to live and prosper in a public climate of good will.

PRESS, RADIO & TV RELATIONS

POLICY

- A. Every local Federation should do its utmost to help the press -- newspapers, wire services, magazines, radio and television -- report and interpret their organization and their UJA publics as accurately as possible.
- B. To help increase public understanding of the local Federation and UJA, we must also thoughtfully and systematically:
1. Issue news releases or statements on matters of genuine news value and public interest.
 2. Provide the press with news releases and abstracts of texts of talks by local and national leaders where they affect the community.
 3. Supply factual information willingly and promptly in answer to inquiries from bona fide representatives of the press.
 4. Report newsworthy examples of employee and federation good citizenship.
 5. Provide factual information to correct misstatements.
Speak up quickly and factually on issues affecting us.

6. At all times maintain good working relations with the press. It is especially important to know the members of the press and let them know you.

OBJECTIVE

The objective of establishing and maintaining a good relationship with the media are:

- A. To insure that the channels of communication with the public have a reasonable understanding of the local Federation and UJA.
- B. To insure that representatives of media come to you for the facts on issues concerning your organization, thereby assuring the public of factual information and helping you to guard against misstatements.
- C. To help you:
 - 1. Make and hold friends.
 - 2. Gain public support for conditions under which your Federation can continue to grow and to expand its services.
 - 3. Counteract or dissipate unfriendly or unfavorable public opinion, if and when necessary.
 - 4. Enhance your fund raising efforts and build favorable public interest.

PROCEDURE - PRESS, RADIO & TV RELATIONS

To reach the various news media with your story, one or more of the following methods, or any combination of them, might be used depending upon the circumstances:

1. Preparation of background materials, such as are contained in the final sections of this manual.
2. Replies to questions about your local Federation or UJA.
3. News releases and photographs prepared by you or by the National UJA Public Relations Department.
4. Interviews and feature stories.
5. Speeches, meetings and special events.

A. Inquiries: Quick and thorough attention of press requests for information, whether or not they directly concern your organization, is most important to good press relations.

If information is requested that you may not be in a position to give, you should be frank about it at once and explain the situation to the satisfaction of the press. If the request is for information that can be obtained, you should do everything possible to provide the answer quickly. If an immediate answer cannot be obtained, the reporter should be told:

(1) why, and (2) when the answer will be forthcoming.

1. To avoid inconsistencies in replies to queries, all requests for information from the press should be handled, if possible, by the local Executive Director, or the Publicity Director, if there is one.

Caution: All who are questioned by the press should guard against off-the-cuff comments that might be misinterpreted.

2. Judgment must be exercised in what is said so that you do not disclose confidential information about operations.

- B. Correcting misstatements. The need to correct mis-information about your efforts is ever present. While it is unwise to quibble over minor or typographical errors, significant errors of fact should be called to the attention of editors in a helpful way by a courteous telephone call, meeting or letter.

C. Personal contacts are of great importance. It is expected that you will have a wide personal acquaintance with publishers, editors and other executives of publications, radio and television stations in your area and with appropriate reporters.

1. Where possible, the person assigned the local public relations function should review his list of personal media contacts to make sure there are good working relationships with prime local and area editorial writers, city editors, radio and television newscasters, reporters and columnists.
2. A relationship based on service and professional competence is your best assurance of favorable treatment in the press.
3. Professionals with press relations assignments must arrange coverage of any urgent news that may develop when they are away from the office. In addition, since your service to the press should not be limited to specific hours, media should have on file the home telephone numbers of top management and public relations personnel for use after hours or on weekends.

D. Evaluating the importance of a story. Before initiating the placement of a story you should assess its newsworthiness by asking the questions: "What will this story do for my organization and for UJA?" and "Is this story of interest to anyone besides me?"

Keep in mind that you should make sure that, if told properly, the item or event is either news or interesting feature material. For example:

The fact that a local community leader went to Israel is not news. However, the fact that he went to Israel and is reporting on conditions there is a news item for your local editor.

If you feel you have a good story, ask the following questions:

1. Is it interesting to a significant number of people?
2. Is it something very few people know about?
3. Would people like to know about it?
4. Is it true?
5. What's unusual about it?

Certain basic procedures should be followed in preparing news releases, feature or background material.

This copy should:

1. Cover all significant facts, with the most important facts in the first paragraph. (What? Where? Who? How? When?)
2. Be brief. Use all of the words necessary to tell the story accurately, but no more.
3. By typed neatly. Double space a release on one side of a sheet of white bond paper. If the story must be long, be sure to number your pages and staple them together.
4. Identify a contact for further information. Your name and phone number should be printed clearly on all material.
5. Suggest a time and date for release.
6. Be accompanied by a photograph, when possible.

The old saying that "one picture is worth 10,000 words" has an element of truth. If the story has possibilities (such as an award presentation, new building, ribbon-cutting ceremony, etc.) have a photograph taken and submitted with the press release and photo caption. An 8x10 inch black-and-white photo is usually most satisfactory.

F. Dissemination of press materials. List all press outlets in your area, including:

1. Daily Newspapers.
2. Weekly Newspapers.
3. Anglo-Jewish Press.
4. Radio Stations.
5. Television Stations.
6. Other publications published and distributed in your area.

Note which uses photographs, date of publication, editor's name and address, etc.

Then, if you really want to get something in the local news media:

- a. The best way to make sure your release gets into the right hands is to deliver it yourself. In most cases, you will take the release to the editor, city editor or Religious Affairs editor at the local newspaper. Take it directly to the news department at the radio-TV stations. By presenting the type-written (or mimeographed) release in person, you will have a chance to discuss the story with the editor and answer questions. And while you're there, you might ask him what he would like to know

about your organization; invite him out to your office; check on whether or not he is the man to whom you should send future releases.

- b. To prepare for urgent situations, make arrangements to call the editor directly, tell him the story and see if he is interested.
- c. After the first time, be guided by your local editor's preferences as to the manner in which releases are to be delivered. Do not make undue demands on a busy editor, particularly when he is on a deadline.



PUBLIC SPEAKING

POLICY

Your organization is the official voice of Jewish philanthropy in your area. Particularly in moments of crisis, the local community - Jews and gentiles alike - look to you for definitive information regarding the outlook and the future of Israel, the condition of the Arab refugees and a raft of similar concerns. As your community's expert, opportunities should be exploited to carry forth the Federation message through carefully developed public speaking engagements.

OBJECTIVE

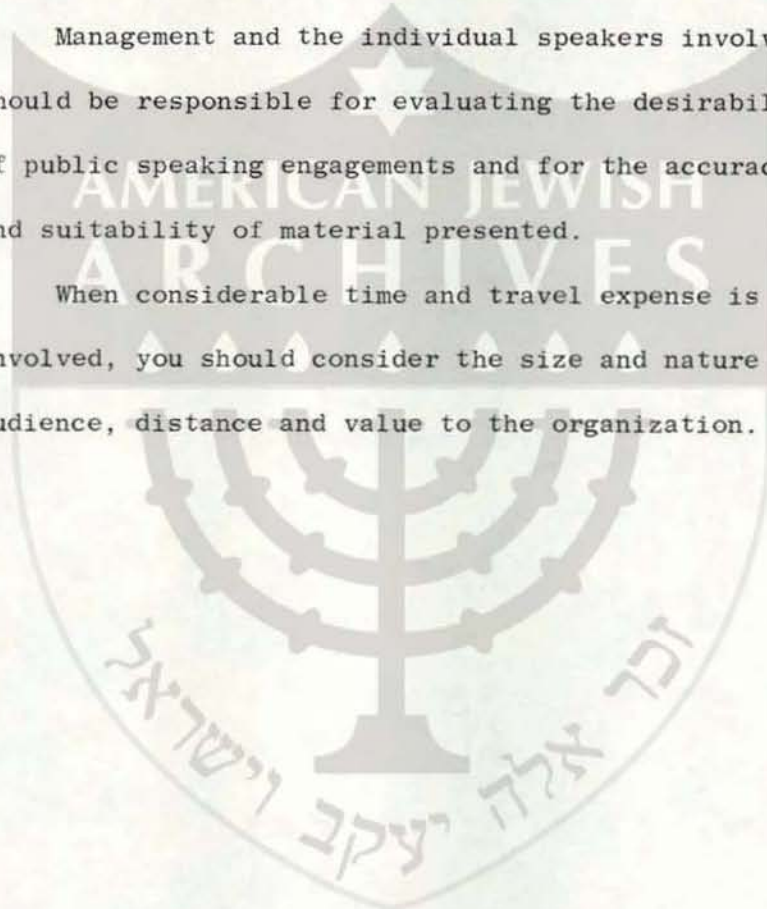
To promote favorable public opinion.

RESPONSIBILITY - PUBLIC SPEAKING

Professional management should actively seek out speaking opportunities in an organized manner.

Management and the individual speakers involved should be responsible for evaluating the desirability of public speaking engagements and for the accuracy and suitability of material presented.

When considerable time and travel expense is involved, you should consider the size and nature of audience, distance and value to the organization.



PROCEDURE - PUBLIC SPEAKING

- A. List of speakers: It is good practice to have on file a list of staff members and volunteers who are available and qualified to fill speaking engagements. Form the nucleus of a speakers corps with a small group of successful speakers. Enlarge it gradually. Don't place the burden on just one or two speakers.
- B. Speaking engagements: Good speakers can make a favorable impression for your organization with civic, fraternal, education, professional, youth, religious and cultural organizations. Such groups often seek speakers and welcome interesting talks. Let program chairmen know what you have to offer.
- C. Source material is available on many topics. References include addresses by Israeli Government and military leaders, news releases and UJA source material. On request, the UJA Public Relations Department will assist in the preparation of talks.

SOME PRACTICAL SUGGESTIONS

REGARDING PUBLIC SPEAKING

The difference between an average and an outstanding public speaker is, more often than not, attention to detail. Following are some of the little details that can make a big difference in the overall effectiveness of any speech and its presentation.

Preparing and Presenting the Speech:

1. Don't talk from a typed manuscript if possible.
2. Write up and refer to index cards on which you've printed key headings as memory refreshers.
3. If you open your remarks with a joke or funny story, don't always stick to the same one but rather change it so it will have some relevance to the group you're addressing.
4. Make sure any jokes or anecdotes you tell don't contain any nuances that could offend your audience.
5. Arrive early enough to test the sound equipment and the acoustics of the auditorium, hall or dining room.
6. Don't rush your delivery.

7. Be aware of audience reaction and be familiar enough with your subject matter that if necessary you can add or delete material in accordance with the response.
8. Here are some suggested topics for your addresses:
 - * ORT - The Israeli Job Corps
 - * Israel's Continuing War
 - * Israel Must Live
 - * Jews in The Arab World
 - * The New Melting Pot: Jewish Immigration to Israel
 - * Under The Red Flag: Jews Behind the Iron Curtain

Publicizing the Speech:

1. Inform the editors of the local papers that an important speech is to be given and invite them to attend.
2. Incorporate something into your speech which will have news value from the local standpoint.
3. Have copies of the complete written text of the speech ready to give the local newspapers, radio and television.

4. If the newspaper indicates it will be unable to attend the speech itself the news release and speech should be given to them before the event so that they will still be able to cover it as news.

5. If the newspaper sends someone to cover the speech they should be given the speech and the news release.

6. A picture of the speaker should also be included with the press material.



MEETINGS

OBJECTIVE

- A. To impart and obtain information and instructions,
generate enthusiasm and promote a cooperative spirit.



PROCEDURE - Meetings

- A. The basic ingredient of a successful meeting is preparation. It is the foundation for thorough coverage of the subject matter and for a smooth, interesting presentation. Plan as far in advance as possible. Follow these basic steps:
1. List the ideas to be presented, evaluate them and arrange them in logical sequence.
 2. Select the available mechanical devices that can best help make the presentation as effective and interesting as possible.
 3. Study the seating arrangement and room facilities. Arrange for people to put all properties together well in advance. Consider lighting, ventilation and items that can make the meeting a comfortable one.
 4. Develop a checklist of all things to do before each meeting; this will minimize errors and prevent delays.
 5. Rehearsals should be part of the preparation. Visual aid materials and devices should be checked out thoroughly to eliminate the possibility of embarrassing and time-consuming delays during the meeting.
- B. The size of a meeting should be determined by its basic purpose. It is easier to get participation from a small group in an informal session.

LETTERS AND BULLETINS

OBJECTIVE

In order that you may use these forms of communication to create a better-informed public, the following should be kept in mind:

- A. Letters are the nearest thing to personal conversation. They may be used in the place of personal contact in many instances and as follow-ups to personal contacts in others, though very few letters are as effective as personal contact.
- B. Bulletins have the dual advantage of speed and brevity. Also, they help multiply the number of readers.

SOME PRACTICAL SUGGESTIONS REGARDING

Letters and Bulletin Boards

Each of these tools of communication must be properly directed and skillfully executed if it is to obtain maximum results.

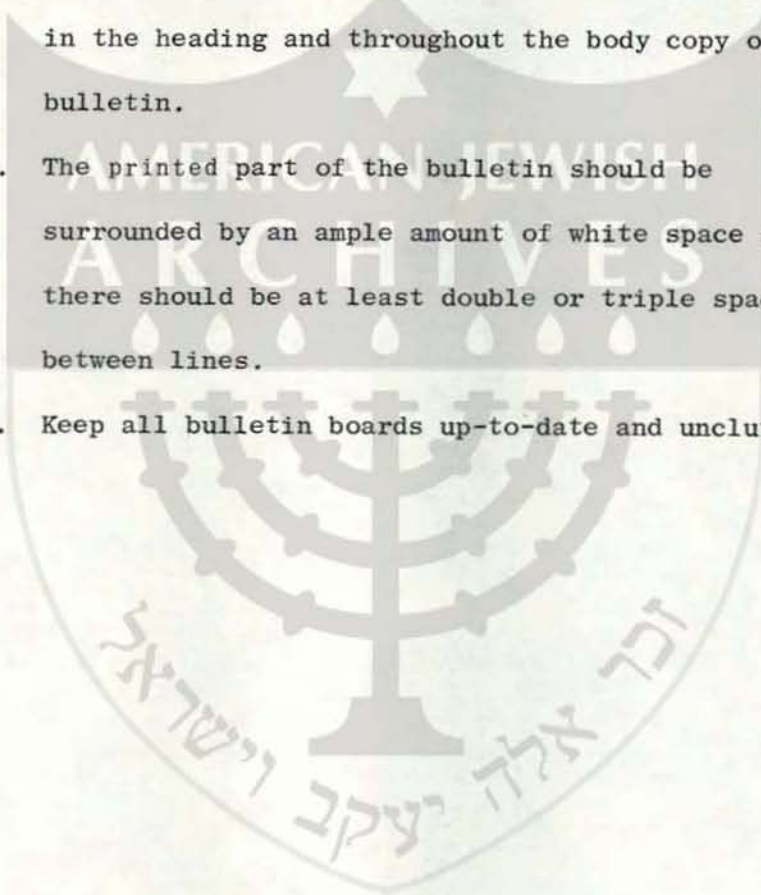
Following are a few guides that should prove helpful:

Letters:

1. The tone of the letter is most important. Naturally, the subject matter will have a great deal to do with the tone but, whenever possible, a relaxed personal approach should be employed.
2. The opening sentence must capture the readers attention.
3. Keep the language simple and direct but never condescending.
4. Keep letters as brief as possible and limited to a single page.
5. Don't send out mimeographed letters. If individual typing is impractical use some process such as Hooven or Flex-O-Writer that stimulates the appearance of typing.
6. Each letter should be hand signed.

Bulletin Boards

1. Give all bulletins a strong, attention getting heading that will catch the reader's eye.
2. Keep the language simple.
3. Use short, emphatic sentences.
4. Heavy, easily readable black type should be used in the heading and throughout the body copy of the bulletin.
5. The printed part of the bulletin should be surrounded by an ample amount of white space and there should be at least double or triple spacing between lines.
6. Keep all bulletin boards up-to-date and uncluttered.



EXHIBITS AND DISPLAYS

Special exhibits and displays can be effective means to tell the Federation and the UJA message to large groups of people.

1. Exhibits and displays can serve as a means of creating local community interest.
2. They also provide opportunities for the Federation to obtain favorable publicity.

SUGGESTIONS CONCERNING DISPLAYS AND EXHIBITS

- A. Professionalism is the key to any successful display. Take the suggested layouts to a local commercial artist or display maker, who should be able to produce your display at a reasonable cost.
- B. Banks, savings and loan associations, shopping centers and department stores are prime targets for good displays. Along with the public relations benefits they hope to obtain by allowing you to mount a Federation or UJA display, they also hope to increase foot traffic in their facility.

- C. Survey the space requirements of the facilities you intend to approach. Nothing can be more disappointing than to develop a display that is too large or too small for the available space.
- D. Plan to rotate your displays throughout the community for maximum impact. One or two weeks at any given location should derive maximum exposure.
- E. Make certain that your staff members, volunteers, big givers, etc., know about the display. In many cases, board members or other "key people" can be prevailed upon to help with the arrangements.



INTERNAL COMMUNICATIONS

A well rounded program of internal communications, designed to reach the members of your federation "family", is essential to a successful public relations effort. Staff members, board members, volunteer workers and other members of this "family" are your first line of communication to the community as a whole.

1. Every practical means of communication should be used to keep this important "public" fully informed and interested in putting forth their best efforts.
2. Communication is a two way street which encourages frequent and effective communications from -- as well as to -- the "inside group."

OBJECTIVES

- A. To strengthen the dedication to the tasks of the federation, emphasize the importance of it, and stimulate all to greater effort.
- B. To build loyalty and pride in the agency and its services.
- C. To keep "the family" informed about problems and issues affecting the agency and the Jewish community so that they not only understand them, but will be able to discuss them more intelligently with friends and neighbors.
- D. To keep each staff member informed about the advantages of working for the agency, including current information regarding pay, promotions, benefit plans, training and working conditions.

SOME PRACTICAL SUGGESTIONS CONCERNING INTERNAL COMMUNICATIONS

A. Informing and Inspiring Board Members

1. Give him a "board of directors manual." This manual can be a folder, including a brief history of the Federation, its structure, financing, budget, organization, by-laws, Federation's services to the community and any other background material.
2. Arrange Special Briefing Meetings for New Board Members.
Meet with one or more new board members in your federation offices. Have them meet key members of your professional staff, use the board members manual for a thorough indoctrination. Answer the questions they may raise about their new duties.
3. Devote Some Part of Each Board Meeting to Indoctrination.
Tell the board members about a particular federation achievement, a case history, the underlying philosophy. This session can be led by one or more articulate members of your professional staff, and should be well prepared in advance. Use audio-visual aid, such as film strips, charts or tape recordings where advisable. And be sure to include a copy of the presentation in the copy of the board meeting minutes that you mail to members.
4. Send Copies of All Material Intended for The General Public
to board members with a personal note explaining how the brochure, ad, newsletter, etc. is going to be used and what you hope to accomplish with it. Ask them to pass on a copy to their friends.

5. Hold Board Meetings in Local Federation Institutions.

Ample time should be provided, of course, for a guided tour of the installation.

6. Stage an Annual Board Members Conference. This conference

will give each member an opportunity to investigate the work of each of the affiliated agencies in detail, meet with agency officers and discuss current programs and plans. The conference should be structured to permit each affiliated agency to present their programs in detail, with maximum use of printed and audio-visual materials. When possible, a representative of UJA should present a similar program.

7. Arrange Speaking Engagements for Board Members Before

Agency Board Meetings to discuss the work of the Federation and its objectives.

B. Informing and Inspiring Staff Members

1. Selected printed material used at various times of the year and aimed at the general public, to be distributed to staff members with a special note from the president or the executive director. You might consider mailing some of the material to the staff members' homes.

2. Federation films, if available, used during campaigns or year 'round, to be shown at staff meetings. Or special meetings should be called. Or if a Federation agency has produced a film of its work that film should be shown.

3. Speakers from Federation at staff meetings.

4. Invite staffs generally to annual meetings, open house, ground breaking and new building dedication ceremonies.

(Where luncheon or dinner expenses are involved, staff

members can be asked to pay the prevailing rate;
or a special rate may be established.)

5. If an employees magazine or bulletin is published by a Federation agency, ask for and fill a page of news about Federation in each issue.
6. Keep your Federation's name before the staff through well placed plaques or signs outside and inside the buildings and offices of Federation agencies. It would be a good idea, too, to hang a well designed, attractive, framed Federation emblem in every individual office, at Federation and at all Federation agencies.
7. Whenever a member of the professional or administrative staff of a Federation agency addresses the board or other important group in the Jewish Federation, a special mimeographed memo telling of the fact and briefly describing the address should be distributed to the staff of the agency. This memo may be either on Federation or Federation agency forms, but should be prompted by Federation.
8. Help train all Federation personnel - and if possible, Federation agency personnel - on ways to answer properly telephone calls and inquiries, the importance of seeing visitors (clients, patients, volunteers and others) promptly, and the importance of being patient and courteous in all relationships with the public. This goes for professional staff as well as clerical staff.

C. Informing and Inspiring Volunteer Workers

1. Give him a "Volunteers" Manual." This can be similar in content to the "Board of Directors Manual."
2. Arrange seminars for specific groups of volunteers: for business and professional men; for women; for young people; for young executives.

These seminars can be led by professional personnel from Federation and Federation agencies; officers and other directors of Federation and its agencies who are especially qualified to speak on certain topics; professional personnel from Community Chest and public agencies, from rabbinic groups, from city, state and federal government agencies.

3. Arrange frequent "Come and See Tours" to Federation offices and to Federation institutions and social agencies. Ask board members to help conduct tours; and spend a little time in an orientation session just before the tour. At the end of the tour serve coffee, tea and cookies.
4. Send booklets, broadsides, letters, etc. to all volunteers - if possible in advance of the general mailing - with a special note from the president of Federation.
5. Show Federation and agency films at orientation meetings of volunteers.
6. Be sure volunteers are invited to annual meetings, open house, building dedication ceremonies, etc.
7. Maintain a file of volunteers doing work at Federation agencies, so that mail can be sent by Federation direct to volunteers.

PARTICIPATION IN COMMUNITY AFFAIRS

The active participation of staff members in the problems of urban renewal, human relations and other concerns of the local community at large should be encouraged wherever possible.

OBJECTIVE

- A. To demonstrate, in a "rollup your sleeves and get to work" sort of way that your Federation and its affiliated agencies are actively concerned with all of the problems of the community as a whole.
- B. To further a climate of goodwill among the community as a whole.

TYPES OF ORGANIZATIONS

- A. Service clubs that work for the benefit of all the citizens in the community, such as
Rotary Kiwanis Lions Optimist Exchange
- B. Special interest organizations, such as
Urban Coalitions NAACP Human Relations Councils
- C. Professional and technical organizations that contribute to the professional growth of staff members and help them make useful contacts in their work, such as
Safety Organizations Toastmasters Club
Publicity Clubs Office Management Associations
Social Work Organizations

PROCEDURE - MEMBERSHIPS

Staff members should obtain approval from their supervisors before accepting outside assignments as federation representatives or assuming community responsibility that involve using organization time or facilities.

Professional management should determine what memberships can be paid by the federation.

When a staff member is transferred, the federation paid memberships in most instances may be transferred to the incoming employee. If memberships paid by the federation but registered in the name of an individual involve an equity in an organization, arrangements should be made to assign this equity to the federation and make it transferrable when personal changes occur.

You should always recognize employees for their participation in community affairs through letters of congratulation, personal conversations, mention in meetings and by reporting their achievements in your house organ when warranted.

VIDEO TAPE

Recorded video tape messages from top Israeli leadership figures are available for use within your campaign structure. These messages, dealing substantively with the needs faced by the Israeli people and the opportunities for assistance on the part of American Jewry, run from five to fifteen minutes in length. Some of them are recorded on location in Israel, others in UJA's national office, and still others may be recorded in your own community during appearances by guests from Israel. The lay leadership in your community may also be taped at appropriate moments during the campaign.

Usage

1. Closed meetings of key campaign workers -- During these sessions the campaign line and illustrations of that line's development may be expressed in face to face terms: i.e., General Dayan speaking to the leadership of the Hartford community.
2. News Supplements -- The video tape recordings provide the opportunity to focus on news developments in Israel in more detail than is to be expected by local television stations. National UJA has camera equipment in Tel Aviv ready to go into action at the proper time.
3. Reaction pieces - VTR provides the opportunity for people in your own community to record their own impressions of Israel and the needs to be met there.

The Sony video tape recorder playback equipment is available to interested communities. Contacts should be made with Howard Stone at National UJA who will provide details as to the technical usage, prices, etc.

UJA COMMUNITY AIDS: TELEX AND FYI

POLICY AND OBJECTIVES

The daily telex transmission from UJA National Headquarters in New York and the weekly "FYI" sheet of news clippings are designed to help bring the UJA message to your community in a timely and interesting way. Both should be used to promote understanding and a sense of urgency with respect to the continuing emergency in Israel and to the needs of destitute and persecuted Jews throughout the world.

The telex, which is received the same day by federations with telex equipment and the following day by mail by federations without the equipment, contains (1) daily news and feature transmissions from the UJA Public Information Officer in Israel (2) daily campaign bulletins compiled from reports by federations throughout the country. Many news items contained in telex reach the communities before they appear in local newspapers or news broadcasts.

The "FYI", which is put to bed each Monday, contains news stories, editorials, in-depth background pieces and cartoons from the Jerusalem Post and from America's leading newspapers including The New York Times, the Washington Post and the Christian Science Monitor. The aim is to circulate important items about Israel and overseas Jewish needs that do not appear in local papers or may have escaped the attention of local readers of the above-named publications. The "FYI" is now sent to \$10,000-and-over givers, executive and public relations directors, campaign chairmen and welfare fund presidents. It can be sent to anyone you name, or it can be sent to you in bulk quantity for your mailing to any number of persons you wish.

SUGGESTIONS FOR USING TWX

Telex is too timely and valuable a campaign tool to simply hang on the office bulletin board or circulate among the office staff and then forget about. The following are some of the ways to get maximum mileage out of telex:

1- Duplicate and mail telex to your top givers and most active workers. The daily transmissions carry with them a sense of urgency and priority that will give these leaders satisfaction and recognition in keeping with their importance.

2- Mail telex to rabbis as source materials for their sermons and other messages to the congregation.

3- Produce a weekly summary of the most interesting telex items of the week and distribute to Sunday school children. The Sunday school principals probably would cooperate by organizing a student committee to carry out this task.

4- Send the telex each day to the editors of your local English-Jewish papers and Jewish community bulletins for use in their publications. The only material in the telex not available for publication are items which, for security or policy reasons, are marked "CONFIDENTIAL AND FOR INTERNAL COMMUNITY USE ONLY."

5- Make it a regular policy to send items to the UJA National News Director in New York for use in Telex. The value of having key lay leaders see themselves mentioned in telex is obvious.

SUGGESTIONS FOR USING FYI

The distribution of "FYI" in your community is handled at National UJA headquarters. But you may order additional copies at no cost for distribution by you to:

- 1- Givers at any level you wish.
- 2- Rabbis.
- 3- Board members of Federation or any affiliated agencies.
- 4- Editors of English-Jewish papers and Jewish community bulletins.

You should also be on the lookout for articles, editorials and cartoons in your hometown papers of sufficient importance and interest for placement in FYI. Please send the clippings to the UJA National News Director in New York.

PUBLIC RELATIONS CAMPAIGN PLANNING

POLICY

All public relations materials would be worthless unless they are exposed to key target publics through the correct use of media.

How do you presently use media billboards, direct mail, radio, television, newspapers? Do you promote before your campaign kick off, during the campaign, during solicitation or as a final emergency measure if the dollars aren't coming in?

Why do you use media - to patronize large givers, to get a direct response - such as dollars through the mail, to do a job conveying information that you believe a worker confronting a potential giver can't do? - I'm sure everyone has one of these or some other purpose he uses media for.

We suggest using media for one main purpose - "to create so favorable an impression, that person-to-person solicitation reaps greater results than ever before."

The correct use of media should help you articulate your reason for existence in a new way for a new campaign year and stimulate new or renewed reasons for giving.

The correct use of media should reach all potential givers with reasons why they should give.

The correct use of media should deliver a message repeatedly PRIOR TO solicitation so a favorable atmosphere for giving is established and little educational time will have to be used by the worker.

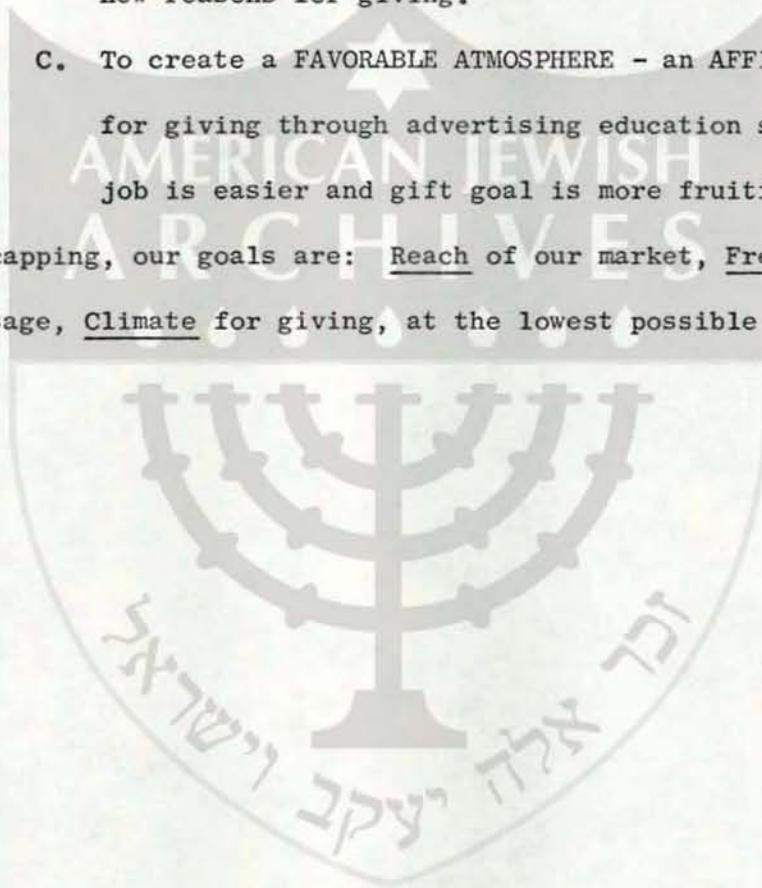
In effect, the correct use of media is like a heavy artillery bombardment - softening the ground and wearing away opposition before your assault troops, the workers, go forward for UJA.



OBJECTIVES

- A. To REACH all members and make all members of the Jewish community fully aware that the campaign has started.
- B. - To reach them FREQUENTLY with new concepts that stimulate new reasons for giving.
- C. To create a FAVORABLE ATMOSPHERE - an AFFIRMATIVE CLIMATE for giving through advertising education so the "worker's" job is easier and gift goal is more fruitful.

Recapping, our goals are: Reach of our market, Frequency of our message, Climate for giving, at the lowest possible cost.



PRINCIPLES

- A. Reach your community prior to solicitation
- B. Create awareness of the campaign
- C. Hit prospects frequently with your message
- D. Create a favorable atmosphere for solicitation
- E. Sustain your public relations effort to aid workers



PROCEDURES

Each community must obtain a rapid response to a fund appeal conducted during a three-month period. For purpose of illustration we've selected Boston as our prototype city. Now the media plan for Boston - and your community also. Media must be used forcefully, with confidence. It must dominate and build to a crescendo - that being the beginning of solicitation. This is done in the first three weeks of what we call a "heavy up" period.

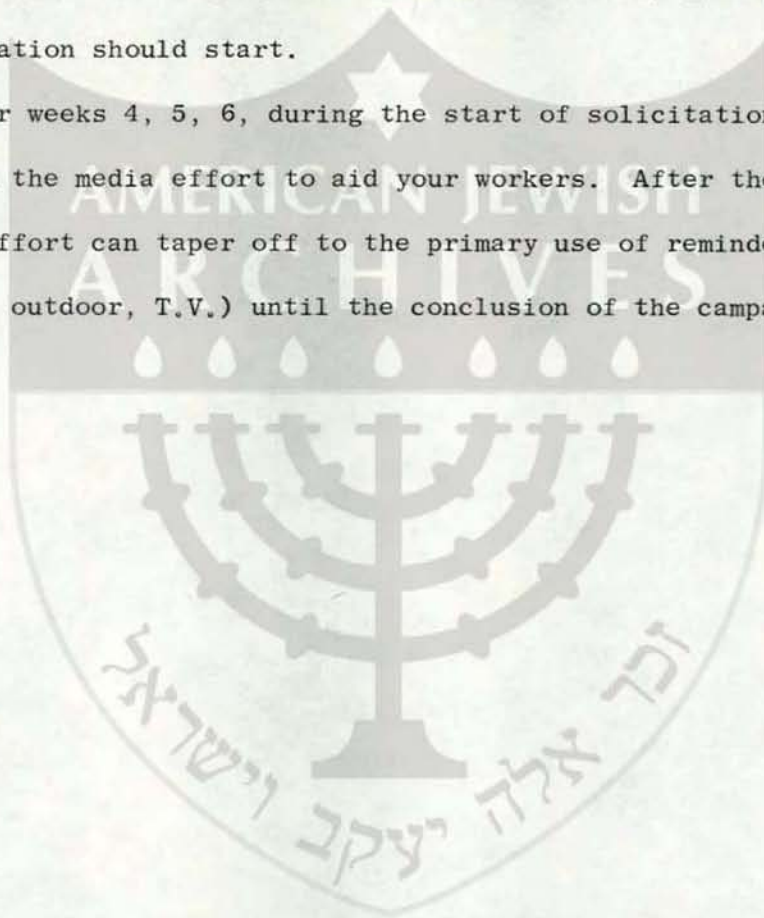
We're recommending the use of all local media as our market profile is so diverse. Newspapers used for their impact and the innate credibility they carry. Radio as a high frequency reminder medium. T.V. to illustrate most dramatically the reasons for giving (only T.V. combines sight and sound to powerfully deliver our 1969 campaign message). Outdoor as a visual reminder medium and Direct Mail as a full educational medium enabling you to detail the communities' needs.

In the first three weeks we have media dominance with full page ads and large space ads in newspapers, 10-15 spots a week on each of the radio stations (which are designed to reach about half of your market), 2-3 prime time spots on television and in outdoor, a one month 50 showing (reaching about $\frac{1}{2}$ of the total market). As awareness starts to build the first direct mail piece should be delivered to members of the community with a detailed story of Jewish needs. At the time of this mailing we should have reached our first objective and the start of our second and third objectives.

We've reached all members of the market and they are fully aware that there is a UJA campaign taking place. And we're reaching them frequently with specifics, new specifics which should prepare them for giving.

At this point, after the third week of heavy-up advertising, solicitation should start.

For weeks 4, 5, 6, during the start of solicitation you should sustain the media effort to aid your workers. After the sixth week, media effort can taper off to the primary use of reminder media (radio, outdoor, T.V.) until the conclusion of the campaign.



DIRECT MAIL

OBJECTIVES

AMERICAN JEWISH ARCHIVES

1. To communicate a message in detailed and informational form to pre-determined members of the giving public.



SOME SUGGESTIONS FOR THE USE OF DIRECT MAIL

- A. Regular releases should be directed to synagogue newsletters and bulletins during the course of the campaign.
- B. UJA Telex material should be adapted and distributed to Sunday School principals and teachers for inclusion in assembly programs, classroom discussions, etc. UJA "FYI" materials may also be particularly effective for this purpose and for use in "current events" discussions. A brief explanatory note might explain the suggested use for the materials so distributed.
- C. "Canned" sermons or sermon notes should be directed to rabbis during the course of the campaign, and a maximum effort made through appropriate channels to obtain their use.
- D. All families in the Jewish community should receive a climate-setting personal letter from one of the recent visitors to Israel. The families would be divided among the appropriate mission members according to acquaintance, common lines of business, and geographic location. The letters should be personally typed on the sender's personal letterhead, carrying a message provided by the Federation.
- E. The JWF Report should carry regular and continuing news of the situation in Israel. Material adapted from UJA Telex and FYI mailings should be used heavily. In effect, the function of the newsletter will be broadened to increase its effectiveness in arousing motivation for giving. In line with this, it is

suggested that the front page of each issue carry two lead stories: one concerning developments in the campaign itself, another concerning needs in Israel, a recent border incident, etc. Further, it is suggested that each mission member write a personal reactions article for the newsletter. These can be spaced, one each issue, throughout the campaign.

- F. UJA Campaign Folder, tentatively titled "Israel Must Live - Our Community Must Live" to be sent to all members of community. This piece, designed to fit a number 10 envelope, includes pictures recently taken on location in Israel.
- G. Leaders, Workers and Big Givers to receive regular mailings of Telex and FYI communications plus important local clippings bearing on the campaign. This should be developed to enhance the realization that these key people are "in the know."
- H. Personal letter from campaign chairman to each member of the community telling about the needs of the campaign and ending with an appeal.
- I. Workers News Bulletin. Campaign workers should be kept fully informed concerning the day to day progress of the effort. A short newsletter might be sent at frequent intervals. This would include new solicitation ideas, progress reports, figures showing how other communities are doing (if available) and inspirational material to motivate a maximum effort. Campaign workers will, of course, be receiving materials such as those described in section G, paragraph 4 (telex reports, FYI, clippings, etc.)

PUBLIC RELATIONS COMMITTEES

ADVANTAGES

Particularly in smaller communities, where the agency lacks the services of a full-time public relations professional, it is often advisable to organize a continuing public relations committee consisting of dedicated lay volunteers. Such a committee may be considered for your particular situation. The advantages are:

1. The development of in-depth support and capability for your continuing and special campaign public relations efforts.
2. Direct participation of key members of the communications industry in your area in the Federation effort.

FUNCTIONS

A public relations committee may be

1. A "working" or "production" committee, actually preparing and distributing public relations materials to media.
2. An advisory committee, available to help in the planning and development of the program.
3. A combination of both of these, depending on the particular needs of the community.

MEMBERSHIP

Membership in the committee might be solicited from the ranks of

1. Local advertising and public relations agencies.
2. Local newspapers, radio and television news staffs.
3. Advertising and public relations departments of local industry.

ORGANIZATION

The following steps have proven effective in organizing a public relations committee:

1. Prospective members should be solicited by a personal letter and follow-up phone call and personal contact if necessary, outlining the purpose of the committee, the approximate time it will entail, and the date for the first planning meeting.
2. The first planning meeting should be carefully organized, and an agenda prepared to discuss the tasks of the committee in an orderly manner.
3. It may be advisable to delegate particular aspects of the campaign - newspaper publicity, advertising, etc. - to smaller sub-committees. These subcommittees would develop their recommendations or, in the case of a "working" committee perform their assigned tasks and then report back to the committee as a whole.
4. A professional staff member, preferably the executive director or a close subordinate, should be responsible for co-ordinating the activities of the committee. This person should also be designated the official "contact" for press relations relating to the agency.

COMMUNICATIONS DURING EMERGENCIES

POLICY

We certainly hope that this section of our manual will be seldom, if ever, needed. It must be recognized, however, that news media have a legitimate interest in any disaster that may occur. It is to your benefit to cooperate with news media when emergencies occur because these media are your best liaison with the public.

The Federation spokesman should keep in mind, however, that information given to or obtained by news media may have a bearing on your liability and may affect the handling of claims or suits, so careful judgment should be exercised.

OBJECTIVE

To see to it that published and oral reports of any emergency are factual and represent the Federation's position fairly and accurately. Cooperation with news media is the most reliable way of meeting this objective.

RESPONSIBILITIES

- A. The Executive Director should be the single spokesman in the event of disaster or emergencies. Other professionals, secretaries, receptionists, etc. should politely refer any questions from the press to the Executive Director.

PROCEDURES - Communications During Emergencies

Each executive director should be prepared to:

- A. Receive all bona fide news media representatives courteously and help them in every way possible, consistent with the Federation's best interests, to gather the information they require.
- B. Provide them with all factual information available, consistent with security requirements.
- C. As soon as it is safe and practical to do so, grant to news media reporters and photographers supervised access to the scene of the incident.
- D. Refrain from giving construction costs or estimates of monetary loss from robbery, fire, flood or other incidents unless previously decided upon.
- E. Accentuate the positive -- your safety record, your action to reduce the emergency, plans for rebuilding, relief for those affected, heroic action by your personnel -- without glossing over the negative aspects of the situation. Make eye-witnesses available for interviews and photos.
- F. Refrain from interfering with the activities of newsmen and photographers operating outside federation property.

- B. Depending on individual Federation policy and his availability, it was be preferable that inquiries from the press be referred to the General Chairman. If this is not feasible, then the Executive Director would remain as the sole spokesman.
- C. In the case of contradictory requests from peace officers or the press, you will cooperate with the law enforcement officials. As an example, a reporter might want to take a picture of a robbery scene; police universally discourage this, and you would support them in so doing.



FROM: Paul Leventhal
National News Director
UNITED JEWISH APPEAL
1290 Avenue of the Americas
NEW YORK, N.Y. 10019
PLaza 7-1500

BACKGROUND INFORMATION ABOUT THE UNITED JEWISH APPEAL

The United Jewish Appeal (UJA) is the major Jewish fund-raising organization in the United States. Since its inception in 1939, the UJA has raised more than \$2 billion for humanitarian aid to needy Jews overseas, and for the transportation and settlement of Jewish immigrants going to Israel and other free lands.

UJA funds have helped:

Save and rebuild the lives of more than 3,000,000 Jewish victims of war and oppression;

Resettle 1,446,000 of them in Palestine and Israel and provide for their absorption into the economy;

Enable 379,000 others to emigrate to the U.S., Canada, Australia, Argentina, Brazil and other countries of permanent haven;

Restore Jewish community life in Western Europe, which had been all but destroyed by the Nazi occupation.

1969 CAMPAIGN GOALS AND OBJECTIVES

This year marks the UJA's 31st consecutive annual nationwide campaign. To meet the essential aid requirements of 836,000 Jews in need in 31 countries throughout the world, especially in Israel, the UJA in 1969 not only seeks increased contributions to the Regular Campaign but must also continue its extraordinary Israel Emergency Fund. Increasing contributions to the Fund are crucial, since the people of Israel look to the UJA to assume full responsibility for the humanitarian programs of immigrant settlement and absorption in this critical period. Large amounts also are needed to cover the increasing costs of the continued movement of immigrants to Israel, Western Europe and other free lands and the sharply increased needs of immigrant absorption programs in Israel. A fact sheet detailing the needs in 1969 is contained in the following section, #17.

UJA BENEFICIARY AGENCIES

Funds raised by the UJA are used to support the relief, migration, resettlement, rehabilitation and welfare programs carried out by the following agencies:

The United Israel Appeal, Inc., which allocates funds to its agent, The Jewish Agency for Israel, Inc., in Jerusalem, to carry out programs for the transportation, settlement and absorption of Jewish immigrants coming to Israel, as well as for other areas of philanthropic work, such as education, agricultural settlements and youth work.

The Joint Distribution Committee, which carries out rescue, relief and rehabilitation programs on behalf of needy Jews in 30 countries overseas, as well as medical and rehabilitation services for aged, infirm, and handicapped immigrants in Israel;

The New York Association for New Americans, the agency aiding Jewish immigrants settling in the Greater New York area;

The United Hias Service, the worldwide Jewish migration agency, which aids Jews to settle in countries other than Israel.

WHERE UJA AID GOES

The major areas where UJA funds are spent are:

IN ISRAEL: - where UJA funds will help bring in this year's newcomers - give them initial aid and settlement services - and provide the following assistance to 577,000 new immigrants and immigrants of previous years:

An accelerated program of absorption aid to 300,000 immigrants in 21 development towns, with special emphasis on education and training for young people and broader social services;

Special medical and rehabilitation care for 40,000 aged chronically ill or handicapped immigrants;

Youth programs and vocational training;

Economic and technical aid to 124,000 immigrant farm settlers.

OUTSIDE OF ISRAEL: - UJA funds help sustain 259,000 Jewish men, women and children as follows:

Provide 248,000 Jews in European countries and the Moslem lands, who are on the move to Israel and other lands, with transportation, reception aid, food, shelter, medical care and job training. For the indigent Jewish populations in those countries, UJA funds provide large-scale child care, medical services and welfare aid.

In the United States and other free lands, UJA funds aid in resettling tens of thousands of Jewish immigrants.

OFFICERS OF THE UJA

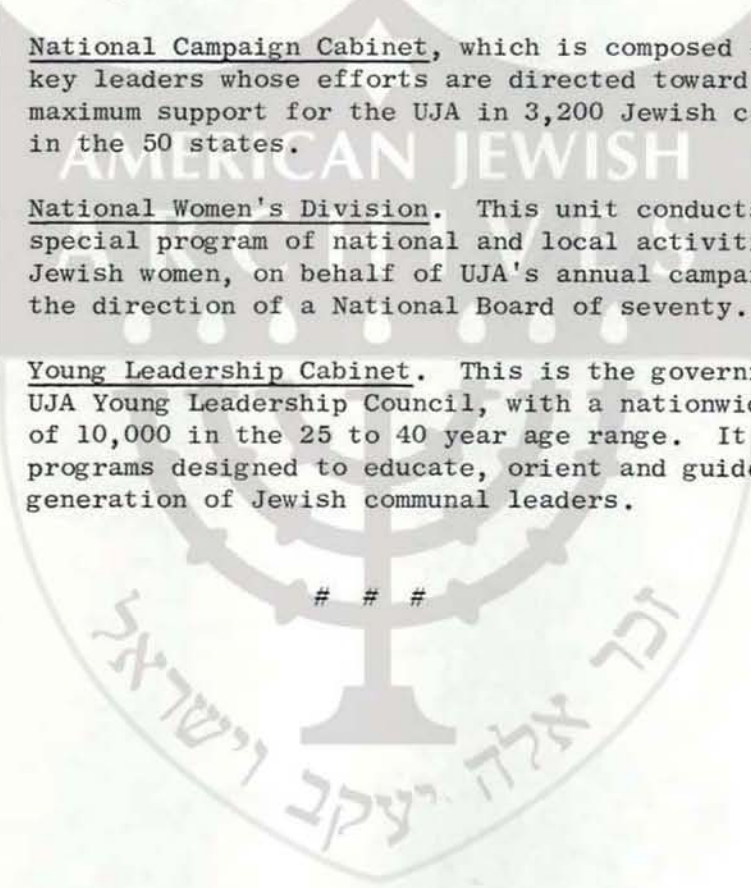
The 1969 United Jewish Appeal is headed by the following officers:

Edward Ginsberg of Cleveland	- <u>General Chairman</u>
Max M. Fisher of Detroit	- <u>President</u>
Mrs. Bernard Schaenen of Dallas	- <u>National Women's Division Chairman</u>
Gordon Zacks of Columbus	- <u>Youth Leadership Cabinet Chairman</u>
Rabbi Herbert A. Friedman of New York	- <u>Executive Vice-Chairman</u>

STRUCTURE OF THE UJA

American Jewish leaders conduct the affairs of the United Jewish Appeal through the following organizational units:

- I. Executive Committee, which is the policy-setting and governing body of the UJA. It has a membership of 52 top national Jewish leaders.
- II. National Campaign Cabinet, which is composed of 109 key leaders whose efforts are directed toward mobilizing maximum support for the UJA in 3,200 Jewish communities in the 50 states.
- III. National Women's Division. This unit conducts its own special program of national and local activities among Jewish women, on behalf of UJA's annual campaigns, under the direction of a National Board of seventy.
- IV. Young Leadership Cabinet. This is the governing body of the UJA Young Leadership Council, with a nationwide membership of 10,000 in the 25 to 40 year age range. It conducts programs designed to educate, orient and guide this rising generation of Jewish communal leaders.



Contact: Paul Leventhal
UJA National News Director
1290 Avenue of the Americas
Tel: Plaza 7-1500

F A C T S

ABOUT THE CRITICAL NEEDS BEHIND THE 1969 ISRAEL EMERGENCY FUND

1. Almost the entire revenue of Israel is required to maintain her defense, and there is practically no money available from Israel's internal revenue sources for any of the social services for the population.
2. It is estimated that the costs for social services of the population in fiscal 1969 in all areas will be \$420 million. Of this, it is estimated that \$365 million are in areas which have been the traditional responsibility of philanthropy, and which must be met by available philanthropic dollars, as follows:

Social Welfare Services, including	
Immigration and Absorption	\$100,000,000
Health Services	50,000,000
Education (non-compulsory: pre-kindergarten, secondary, vocational)	75,000,000
Institutions of Higher Learning	35,000,000
Youth Care and Training	6,000,000
Absorption in Agricultural Settlements (excluding occupied areas)	24,000,000
Immigrant Housing	75,000,000
TOTAL	\$365,000,000

3. It is anticipated that the number of new immigrants during 1969 will be more than 30,000 persons, which is a considerable increase over the years of 1967 and perhaps 1968.
4. Social Services are being frozen at 1968 levels. All hospital building is being frozen, as well as psychiatric services, pre-natal and infant welfare clinics, and welfare grants.
5. It is estimated that 123,000 families (one out of five) are living in sub-standard housing, and nothing can be done in 1969 to improve this situation.

6. It is estimated that there are 116,000 (one out of six) families living below the poverty line, which has been defined as IL 400 (less than \$115) per family per month, and nothing can be done to relieve this situation in 1969.
7. The defense budget of Israel for fiscal 1969 will be 20% of the Gross National Product. The comparable figure for the United States is 10%. This is clearly a tremendous burden on the people and economy of Israel.
8. In spite of the anticipated increase in Israel's exports, as her economy expands, the balance of payments deficit for 1969 is expected to be between \$600 - \$650 million, of which imports for defense purposes will account for the major portion.
9. The Defense budget for fiscal 1969 does not include capital payments for such items as purchase of Phantoms, or other weapons which must be manufactured in Israel, for which there will obviously be very heavy costs.
10. It is estimated that 3% of the population of Israel is in uniform and on active service, all year round. To understand the meaning of this burden, translated into American terms this would mean an army of 6 million men in the United States. Actually, even with our commitments in Vietnam, NATO, and other parts of the world, the United States does not have more than 3- $\frac{1}{2}$ million men in uniform.

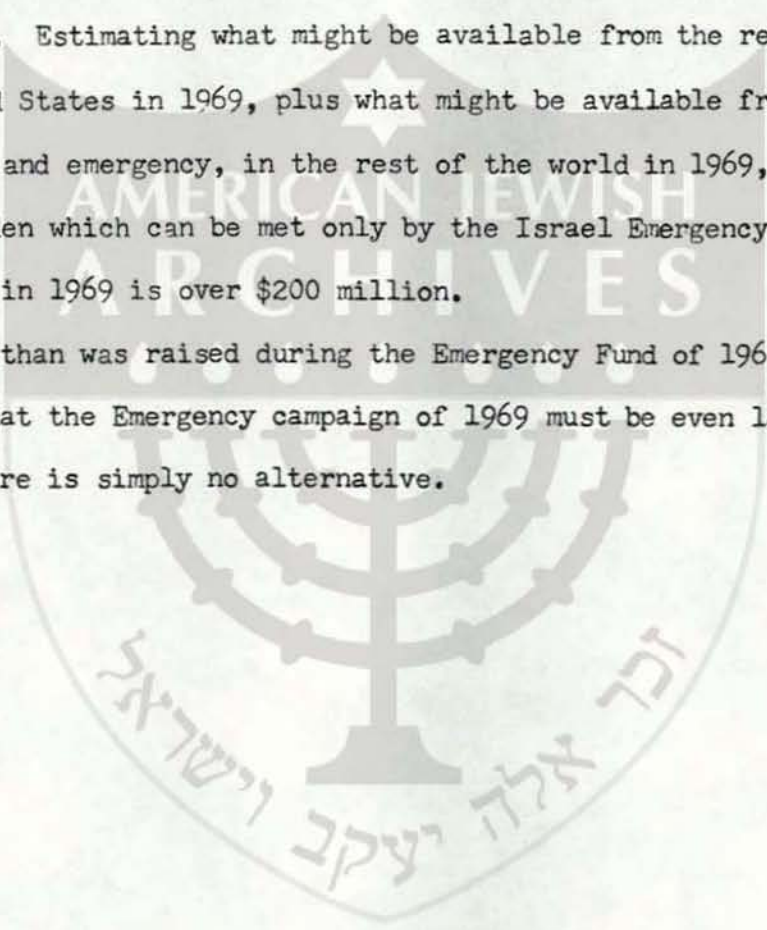
CONCLUSION

From all of the above, certain conclusions are clear and obvious.

1. In the face of continuous Arab refusal to make peace, Israel's need to defend herself mounts in cost. Present day costs are almost three times as much as just two short years ago.
2. With one of the heaviest tax burdens in the world, the Israeli taxpayer is barely able to pay for these costs, and there is almost nothing left over.
3. The social welfare costs are estimated to be \$420 million (see Paragraph 2 above) of which \$365 million are in areas of traditional philanthropic

responsibility.

4. Prior to June, 1967 two thirds of the funds for maintenance of UJA-supported programs in Israel, for which it had the responsibility, was voluntarily contributed by the people of Israel. This is no longer possible.
5. It is the responsibility of free Jews in the outside world to provide the \$365 million. Estimating what might be available from the regular campaign in the United States in 1969, plus what might be available from campaigns, both regular and emergency, in the rest of the world in 1969, it is clear that the burden which can be met only by the Israel Emergency Fund of United States Jewry in 1969 is over \$200 million.
6. This is more than was raised during the Emergency Fund of 1967. It is therefore clear that the Emergency campaign of 1969 must be even larger than that of 1967. There is simply no alternative.



THE JOINT DISTRIBUTION COMMITTEE - FACTS

In 1969 the Joint Distribution Committee will need \$24,665,000 to provide life giving and life saving services for more than 350,000 needy Jews in over 25 countries around the world.

The major areas of JDC services are North Africa, Europe and Israel and the Middle East.

Anti-Jewish hostility which followed the outbreak of the Arab-Israel war in 1967 set in motion the exodus of some 25,000 Jews from North Africa and the Middle East, reducing the total remaining Jewish population in these Moslem areas to under 150,000 at present. Although the rioting and boycotts have abated, there is a residue of anxiety which has convinced the Jews in Arab and Moslem countries that safety and a secure future lie elsewhere.

JDC aid in Moslem countries is concentrated mainly in Iran, Morocco and Tunisia. In Iran JDC will provide assistance to about 20,000 of the country's 75,000 Jews. In Morocco, which had a Jewish population of about 180,000 in 1960, there are now about 50,000 Jews. In 1969 JDC programs will aid approximately 20,000. In Tunisia, which ten years ago had a Jewish population of 64,000, there are at present about 18,000. JDC programs in 1969 will aid over 8,000.

In Europe a top priority responsibility for JDC will be continuing care and maintenance of hundreds of Jewish refugees in transit from Poland and Czechoslovakia and other potential movements. JDC had to divert approximately

\$400,000 from other programs to meet this emergency in 1968, and estimates it will have to provide approximately \$500,000 to care for the refugees in 1969.

The refugee problem in France, aggravated by the influx of some 20,000 Jews who arrived from Morocco and Tunisia immediately after the Six-Day War, makes continued JDC assistance to Jewish refugees in France imperative. JDC aid in one form or another will go to over 50,000 needy Jews in France in 1969.

In Rumania, where JDC has been permitted to resume operations after an enforced absence of 18 years, JDC will be able to assist only about 4,500, mostly aged and destitute, the neediest among the 100,000 Jews who remain in that country of a post-World War II Jewish population of 400,000. Another 5,000 are also in need, but will be helped only if and to the extent that additional funds become available to JDC in 1969.

Relief-In-Transit: JDC help is also channeled to tens of thousands of needy Jews in Europe who cannot be aided by any of the other (geographic) programs.

In Israel, JDC's health and welfare program on behalf of aged, ill and handicapped newcomers, known as Malben, will provide institutional and extra-mural services for close to 40,000 people. Three thousand (mostly infirm aged) will be cared for in eleven Malben institutions. In addition, JDC will provide financial support for 120 yeshivoth, with a total enrollment of over 16,000 students; and to other cultural and

religious activities, thus continuing a tradition begun by the JDC at its very inception in 1914.

In 1968, JDC leaders have reported, thousands of Jews went without the help they needed because the JDC had to divert funds to meet the series of crises touched off by the Six-Day War -- the exodus of 25,000 Jews from Morocco and Tunisia, the flight of 3,000 Libyan Jews to Italy, the resurgence of anti-Semitism in Poland and the renewal of emigration from that country, and, most recently, the flight of some 4,000 Jews from Czechoslovakia.

JDC was born in crisis in 1914 and has been on a crisis alert ever since. But in 1969, only enough funds have been budgeted for ongoing programs; no reserves have been put aside for "emergencies." If there should be a new crisis affecting Jews, someone must suffer. JDC will attempt to meet the needs of 350,000 needy Jews throughout the world in 1969, but only within the limits of the funds made available through the United Jewish Appeal and the priorities of the next emergency.

December, 1968

UNITED HIAS SERVICE -- FACT SHEET

United Hias Service assists Jewish migrants and refugees to resettle in North and South America, Western Europe and Australia. For the past 84 years, United Hias Service and its predecessors have helped rescue more than 3,000,000 Jewish men, women and children from oppression and persecution and resettle them in lands of freedom and security. The agency, as now constituted, was formed in 1954 by the consolidation of the Hebrew Sheltering and Immigrant Aid Society (HIAS), the United Service for New Americans (USNA) and the overseas migration services of the American Jewish Joint Distribution Committee (AJDC).

United Hias Service organizes reception, resettlement and integration facilities in receiving countries. The agency carries out its program through more than 350 Jewish welfare organizations and cooperating committees in North America, Latin America, Europe, Africa, Australia and the Far East. A liaison office is also maintained in Israel.

Since the merger in 1954 and up to the end of December 1967, United Hias Service has assisted more than 100,000 migrants to find new homes. Of these, 34,000 immigrated to the United States; close to 12,000 to Latin America; more than 12,000 to Canada; 7,700 to Australia and 37,000 to other countries, primarily France and other Western European lands.

(more)

The 1967 Record

In 1967, United Hias Service rendered vital migration and other related services to approximately 50,000 persons: 6,242 migrants were assisted in their departure and resettlement; integration assistance was provided in Latin America for 150 migrants who arrived in prior years; 2,500 aliens in the United States were aided with naturalization, adjustment of status and protective services; and relatives were located throughout the world for 1,900 persons. An additional 38,000 persons received United Hias Service migration and counseling services in Europe, North Africa and the Middle East, and pre-migration services in the United States and Latin America.

World Headquarters and U.S. Operations

World Headquarters at 200 Park Avenue South, New York City, supervises and coordinates the organization's global operations.

U.S. Operations staff of United Hias Service, located at the same address, works with governmental, intergovernmental and voluntary agencies to promote increased immigration opportunities. In addition, pre-migration, protective, location and search services are maintained. Port and dock services are provided for newly arrived immigrants. Resettlement in local communities throughout the United States is on a pre-planned basis. Other services include special integration aid, naturalization and Americanization.

European Headquarters

The European Headquarters of United Hias Service, located in Geneva, Switzerland, coordinates and supervises the activities of field offices and cooperating committees in Europe, North Africa and the Middle

(more)

and Far East. A special department processes emigrants from a number of countries where United Hias Service is unable to maintain offices or local representatives.

In the Far East, the Hong Kong office of the agency assists the few remaining European Jews still in the area to emigrate to Western countries whenever exit permits are granted by the authorities.

Latin American Program

Headquarters for operations in Latin America, located in Rio de Janeiro, Brazil, is responsible for visa production, reception services and integration aid to migrants. This broad immigrant aid is carried out in close cooperation with local Jewish communities.

It should be noted that United Hias Service began its specialized resettlement activities in Latin America in 1955. Less than two years later, Latin America provided vital life-saving opportunities to Jewish refugees during the Hungarian emergency as well as the Suez crisis. Seventy per cent of the refugees who resettled in Latin America with United Hias aid were helped to establish new homes in Brazil.

Cuba

As a result of emigration, mainly to the United States, the pre-Castro Jewish community of 11,000 persons has been reduced to about 2,000. The majority of those who are left, together with several hundred thousand other Cubans, are registered for the Havana to Miami airlift which transports about 900 Cubans per week to the United States. We expect to assist about 400 Cuban Jews this year in their emigration and resettlement, mainly in the U.S. and Venezuela.

(more)

Israel Services

In Israel, United Hias Service sponsors a free-loan program for immigrants; provides location services and a counseling program; and arranges for sending CARE parcels to families in Israel from friends and relatives in the United States.

In September 1965, Hias House in the Negev was sold to the City of Beer Sheba to serve as the nucleus of a new university to be constructed in that area. For ten years the hostel had played an important role in the development of the Negev by housing thousands of engineers, scientists and technicians who helped to reclaim the desert.

Financial Support

United Hias Service receives its funds from organized Jewish communities in the United States and Canada, as well as governmental and intergovernmental agencies. In addition, the British Jewish community and certain communities in Latin America and South Africa make direct allocations to the agency. United Hias Service is a beneficiary of the United Jewish Appeal of Greater New York and conducts a membership (\$15.00 maximum dues) campaign in the New York area. Membership campaigns are conducted in certain other U.S. communities. In 1967, the National United Jewish Appeal covered our operating deficit of \$155,749.

The Jewish Colonization Association is continuing its tradition of aid to migrants and refugees through United Hias Service. United Hias is also a beneficiary of the Baron de Hirsch Fund and other foundations.

ADDRESS OF

RABBI HERBERT A. FRIEDMAN
Executive Vice-Chairman of the United Jewish Appeal

UJA PUBLIC RELATIONS CONFERENCE

New York Hilton Hotel

Sunday, September 29, 1968

CONFIDENTIAL -- NOT FOR PUBLICATION OR DISTRIBUTION

I am here to set forth the basic line of the campaign for 1969. I can do it in one sentence: The line for next year is the same as the line for this year -- "The Emergency Continues."

What happened was that an American Jewish Community, unwilling in May and June of 1968 to undertake a third Emergency Fund in 1969, swung over by September and agreed to it. And no miracles took place; no drugs were used to hypnotize anyone. What took place was a comprehension and an understanding. What changed the minds of hundreds and hundreds of lay leaders around the country was the simple comprehension of the historic facts of the situation.

Point number one is that there is no peace. That's the underlying foundation of the whole situation. The advertisements we have prepared speak of war. They speak very bluntly and very openly. "On the Sixth Day, the War Ended. On the Seventh Day, the War Began." "Peace is Hell." "Israel's 365 Day War."

What are we talking about? We're talking about the fact that on June the 10th everybody thought the war was over. I kept saying no and no. And a lot of other people kept saying no and no. And finally that thought is beginning to sink into everybody's consciousness. There isn't a single solitary shred of movement toward peace.

I'd like to give you just one simple analysis of what happened this week. How long did it take Israel to react to the Russian's so-called peace proposal? The next day. Russia says we've got a peace plan: Israel should withdraw. We'll talk, maybe, about whether there'll be free passage in the waterways. We'll see, maybe, about whether the Egyptians promise that they won't try to annihilate Israel. The four points appear on the front page of the New York Times, lead story page one, right column. The reporters caught Mr. Eban at the airport in Paris and asked for his reaction. And he said, "nyet." He didn't say I have to read the text. He didn't say I have to go back to consult with my government. He said, no! And the next day on the front page of the New York Times: "Eban Rejects Russian Peace Proposal." Because it isn't a peace proposal. Because there's nothing in it that talks about making a peace treaty. Because there's nothing in it that talks about borders. Because there's nothing in it that talks about recognizing the sovereignty and the existence of the State of Israel.

The Israelis have a very strong line. They want a firm peace treaty, negotiated, and spelling out the details. If they soften, if they weaken, if they settle for anything less than precise definitions of borders and agreements, they may find themselves in future conflict. But by holding hard and saying no, that is the only way they'll ever break through to some sort of ultimate peace and ultimate security and ultimate guarantee of survival and not have to fight all the time. They may have to fight again anyway. So, if you're going to have to fight again anyway, you fight over something that's worthwhile, namely your independence.

Now I give this to you as an example of the fact that the Israelis know all the ins and outs of all the tricky proposals. Their answer to anything that's not right down to the "nut," namely a peace treaty, guaranteed borders, firm recognition -- their answer, if they continue to hold this strong line, is going to be no concessions. So there is no peace. The Arabs basically know it. The Russians basically know it. And certainly the United States Government knows it. Therefore, what you're going to have is a continuation of war by any other name. And it will fluctuate depending upon what the circumstances are.

Did you ever stop to think, for instance, that the Suez Canal was quiet for ten months? When did the shooting start on the Suez Canal? After Czechoslovakia. The Russians

show that they don't care about world public opinion. They move a half a million men into Czechoslovakia. The Arabs say ah, okay, the Russians want to play it strong, we'll play it strong, and they start shooting along the Canal and they try to send men across the Canal. They succeed in kidnapping an Israeli soldier. They plant mines on the Israeli side and they blow up half-tracks. They're willing to start on artillery duel, 10,000 shells coming across in the matter of a few hours. That was some day's work the other day.

There's no cessation of Al Fatah terrorism. The new electrified fence is stopping them. They're talking very heavy casualties. They admit it in their own publications. They can't get across very well, but they keep trying. So they start shelling the towns. When they started shelling Bet Shean a week or ten days ago, that was a new dimension. The hostilities were escalated one step.

Whether it's down on the Canal or whether it's up in the Valley - whether it's urban terrorism in the cities, bombs in Tel Aviv or in Jerusalem, you have a war on your hands. I'm not interested in any of the semantics of whether it's a "big war" or a "little war." The fact that Israel is still in a war is shocking and extremely hard for people to grapple with. I understand the psychological and the emotional resistance behind this. Israel won the war. What do you mean we're still in a war! That, I say, is what we have to try to overcome.

Now we overcome it by showing them exactly what the situation is. If we can take a couple of thousand workers over there, we show it to them. If we can't take them over there, we will have to show them with some of the figures which have now been released by Mr. Pincus and by Mr. Sharef, the Minister of Finance, when they spoke at the CJFWF meeting, and by Mr. Sapir, when he spoke at the UJA Cabinet meeting. Figures are beginning to emerge.

I met with Mr. Sapir just two days ago and had a long talk with him as to what we could actually put down in black and white on a one page mimeograph fact sheet to send out to you. There are three or four key figures. The main figure is the money which they are spending on defense, which demonstrates more than all the oratory in the world the extent to which this war has got Israel by the throat. The anticipated income from the Israeli taxpayer in the fiscal year 1969 is anticipated to be somewhere between 3.3- billion Israeli pounds, possibly up to 3.6 - billion pounds. The high figure is an optimistic one. If the economy grows and they can take a bigger bite of the taxes from an expanding economy, they'll have a few hundred million pounds more.

The defense budget is over 3 billion pounds. It is thus perfectly fair to say that for the entire population of two-and-a-half million Jews, the Government of Israel has almost no money for everything that those people need - the police and

the firemen and the garbage collectors and the schoolteachers and everything else that the government has to do to meet domestic- humanitarian needs. Here's a simpler and blunter way of saying this: There's barely a nickel for anything than defense. That's how high the defense costs have soared.

So, you have a country which is throttled in 1969 as it was not in '68, as it certainly was not in '67, and you have zero dollars for anything else except to defend your life. And none of this, gentlemen, calculates the cost, the actual cost of an outbreak of large hostilities. There, the cost is measured in shells expended, in equipment and property destroyed. Not to mention lives.

Now I have the detailed breakdown of these expenses: how much the electric fence costs - and how much the air bases in the Suez cost - and how much it costs the Navy to keep the lines open to Elath. And what the cost is of airplanes and tanks. I have all the costs.

I also have the costs of the other things for which there is no money available - the human welfare costs - the social services costs - the health, education and welfare costs. The total of these runs to \$365 Million. They simply haven't got it - and it's our responsibility anyhow, in the first place, because it always was, to assume the humanitarian burden for the one-and-a-quarter million refugees whom we brought to the country.

I'd like you to know that today three per cent of Israel's population is in uniform. In American terms, do you know what

that would mean? Six million men. There are 200 million people in America. We haven't got six million men in uniform and we're fighting a full-scale war in Vietnam, as well as maintaining commitments to NATO and elsewhere. We have only 3½ million men in uniform. Do you realize what it means to take three per cent of the total population out of the economy?

Their military costs are chewing up 20 per cent of their gross national product. The gross national product is about 15-billion pounds. Three billion pounds is twenty per cent of that. Do you know what it is in the United States? It's ten per cent. Suppose we had to devote twice as much money to our Department of Defense as we do? The Department of Defense in the United States has a \$70- billion budget. Suppose we were spending \$140-billion? What would that do to the economy of this country? What would it do to the fabric of the democracy of the country? The Israelis take all this.

Now I'm a very hard-sell person but I can't sell harder than the facts sell themselves and these are the facts. There's a \$365-million bill for H.E.W.. We have that same bill in 1968. This year, we paid for most of those things. We paid 80 per cent of the health costs in the country. We paid 86 per cent of the higher education costs in the country. We paid 90 per cent of the housing costs in the country. We paid 60 per cent of the welfare costs. We paid 50 per cent of the aid to unemployed. This is what the Emergency Fund money is doing in 1968.

But 60 per cent and 50 per cent and 80 per cent will not be enough next year because the figures for 1969 require us to do 100 per cent of everything. That's the reason that '69 is so much greater in its demand than '68, or certainly than '67. I can't change these facts or figures. They speak for themselves. Your job is to make them speak so that the people understand these facts and figures. This is what I keep saying over again is the communication gap. You close that gap by informing the people of these things. And then we have to depend on what their mood is, their sentiment, their convictions, their ideology, their attitudes. But first they've got to know the figures.

And let's not forget that the JDC needs more and the ORT needs more. We have to understand those details as well. You've got the Czechoslovakian problem. You know what that left in its wake? Do you know how the caseload soared in Vienna, with its implications on the HIAS?

ORT has already asked the JDC for more money in 1969, and legitimately so. There is a rising need for student loans, and vocational training for teenagers is one of the most crucial needs in Israel because where are they going to get the mechanics to man the assembly lines five years from now. And you know perfectly well what the whole UJA philosophy has been for thirty years: the people of Israel are Israelites and children of Israel, whether they live in Morocco, whether they live in

Czechoslovakia or whether they live in Poland; whether it's an uprising in Czechoslovakia or an uprising tomorrow in Morocco; whether you get some unexpected anti-Semitic twist, as you got in Poland this spring. So who knows in what country somebody else will say it? In November, the twist? Or in January, the twist? We're talking, therefore, about a campaign in 1969 that is bigger than anyone thought a few months ago, because a few months ago was before Poland and before Czechoslovakia and before the growth of Arab intransigence.

We're trying to close the communication gap with you, the professional community of America, first. In New York ten days ago we met with many, many executive directors who came to the CJFWF session. There's our own meeting this weekend. Tomorrow afternoon we're having in our office about 25 executive directors from the Northeastern communities. Thursday, I'm meeting in Chicago with about 15 executive directors from the Midwest. Thursday, Irving Bernstein will be in Dallas with about 15 executive directors from the Southwest. Friday, he will be meeting with about 10 executive directors in Atlanta. The professional community of this country has to be oriented.

The entire professional community of this county has to go on one or other of the weekly flights to Israel that we have arranged. The United Jewish Appeal will pay half the cost of every single professional going on one of these flights and his community will pay the other half. We have proposed that to the communities already. It will cost us \$345 for every one

of you. It'll cost your community \$345 for every one of you. And every one of you ought to be on one of those flights in December or January. Better if you go with a group of lay leaders from your own town.

If we can close that gap with our inside family on the national level, then you will close it with your top inside family on the local level. And you will be surprised at the comprehension and the understanding that men show. They're not talking about "crying wolf" any more. What they're saying is that they didn't understand. They didn't know. They didn't realize. And that's it.

Just think of something: we're here in September, 1968. June of '67 was what? Sixteen months ago? What's happened in 16 months? You had the fantastic Emergency Fund, number one. You're having this very successful Emergency Fund, number two - better than any other country in the world is doing. And you've got an affirmative climate for Emergency Fund number three all within 16 months. And the Regular Campaign of '67 went over that of '66. And the Regular Campaign of '68 went over the one in '67.

If anybody wants to toy around with the word "maturity of the American Jewish community" anymore, then he's playing semantics. It is mature, and don't treat it any other way. They understand when you can open their minds and give them the total picture. What's happened here in 16 months is

phenomenal. For we stand up here and talk about more than \$300-million worth of human needs - and have the boldness to think that maybe we can meet them (our American share of them would be over \$200-million because the Jews in the rest of the world will raise the balance) and still nobody flinches. You go to them with the facts, and you go to them driving hard with emotion, and you go to them with the sense of the historic dimension of Israel and you'll find them responsive. You go to them cold, and you go to them in a pedestrian manner and you'll find them unresponsive.

I'm telling you that our goal can be achieved because there's the capability here to achieve it. Basically what I'm telling you is that if we talk again about the historic reality of the situation -- if there's going to be a war, there's going to be a war whether we raise money or whether we don't - then they'll give with all they've got. And they understand a very simple thing - they understand that a war against Israel is not a war of conquest. It isn't that Egypt wants to conquer Israel. It's openly stated in Egypt's own words that it is a war of annihilation. Annihilation! Not even the Nazis alleged that. All they alleged was they wanted to annihilate Jews. But they didn't say they planned to annihilate France and Holland and Belgium and all the other countries they wanted to conquer.

So the Israelis know what's at stake. And the Jews in the United States have to be made aware of what that stake is. With the right kind of comprehension and the right kind of dedication and the right kind of drive, we can make them aware of it. They'll respond. It's a fight for life. And it can be won. And the primary responsibility for winning it is yours -- the professional community. Yours. That means yours and mine. We are the front-line soldiers. We better do it right.



ISRAEL'S CONTINUING CRISIS

As Israel passes the year and a half mark following her heroic victory in the Six Day War, she still finds herself locked in combat with her Arab tormentors. The main field of battle has supposedly shifted from the desert and rocky wastes of the Middle East to the long mahogany tables of the United Nations. But while Arab diplomats use delaying tactics, Arab terrorists press the conflict on all of Israel's borders and defense lines and occasionally in the very heart of her urban centers.

It is an insidious strategy designed to bleed the tiny nation to death. Talk, even diplomatic talk, is cheap, but the lives being destroyed or maimed---on both sides---is a terribly high price to be extracted for the refusal by the Arabs to make peace.

While the talk---and the shooting---goes on, the Israelis must also make awesome financial sacrifices to maintain their defenses against what some observers feel will be another inevitable Arab onslaught. Without the benefit of free arms shipments, such as Egypt and her Arab allies now receive from the Soviet Union, almost all of the Israeli people's taxes must go into defense. The Israelis already are the most heavily taxed people in the world, so where are they going to find the funds to meet their growing internal needs?

Immigration, the lifeblood of this nation of immigrants, is on the upswing. Where are the funds to come from to pay for the housing, the rehabilitation and the training of the more than 30,000 Jewish refugees expected to seek a new life in Israel next year? Where are the funds to come from to pay for continuing the social programs aimed at bringing more than 300,000 illiterate, ill-trained newcomers, most

of them from underdeveloped Afro-Asian lands, into the mainstream of modern, western-oriented Israeli life?

During their continuing emergency, the Israelis have no place to look but to the United Jewish Appeal for assistance in this vast humanitarian task. Most of these assistance programs were begun by the UJA, but as the years went on the Israelis were putting up \$2 for every \$1 raised abroad to support the program. Now it is clear that the overburdened people of Israel no longer can afford to pay the lion's share. It is incumbent upon the UJA, which has given life-sustaining assistance to 3,000,000 Jews in its 30 years of existence and has brought almost 1,500,000 to Israel since the nation was born 20 years ago, to carry this humanitarian burden alone.

That is why we feel certain that the good people of this community, regardless of faith, will respond with unprecedented generosity to the unprecedented needs of a brave and freedom-loving people in Israel.

THE PRICE OF SURVIVAL

More than a year and a half after the Six Day War, Israel remains a nation at war. It is a war being waged by neighbors who refuse to make peace, and who constantly violate the cease-fire agreement by infiltration, sabotage, shellings and other war-like acts.

Whether it is a brief mortar attack on an isolated border kibbutz, a grenade thrown into the entrance of a place of worship, a bomb planted in a crowded theater, bus terminal or public street, or even an all-out artillery barrage along one of Israel's lines of defense -- the cost of this continuous fighting remains high in lives and money.

The graves of the hundreds of men, women and children killed since the Six Day War -- and the hospitals busy rehabilitating the wounded -- attest to the cost in human suffering.

The tiny bunks crammed into the gas-proof bombshelters where kibbutz children sleep every night; the lines of tension on faces too young to shave doing guard duty along Israel's borders -- all attest to the cost in emotional strain.

These are costs in human terms that the people of Israel are willing and somehow able to pay. But there is another cost -- the spiraling monetary cost of defending the land. Virtually all of their taxes -- and they are the most heavily taxed people in the world -- must go into defense. So who is going to pay for the housing, the rehabilitation, the training of the tens of thousands

of destitute Jewish refugees who will seek a new life in Israel next year? Who is going to pay for continuing the humanitarian programs now under way to bring more than 300,000 refugees of previous years, many of them illiterate, ill-trained, from backward Afro-Asian lands, into the mainstream of modern, western-oriented Israeli life?

If the Jews of America refuse to be lured into the false complacency of thinking that the emergency in Israel ended when the Six Day War ended; if the Jews of America realize that Israel's struggle for survival is being waged in the minds and souls of her immigrants as well as along the minefields of her borders; if the Jews of America resolve that Israel must live, then there is no question of who will pay the costs for Israel's human needs.

We must help meet that price by giving to the Emergency Fund of the United Jewish Appeal. We must improve upon our community's splendid response to the needs of the past by giving in proportion to the far vaster problems of the coming year.

Israel must live.

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OFFICE OF THE MAYOR (YOUR CITY AND STATE)

WHEREAS the United Jewish Appeal is a distinguished, nationwide endeavor, dedicated to the saving and the building of human lives, and

WHEREAS this year of Nineteen Sixty-nine finds the United Jewish Appeal confronted with the awesome responsibility of providing life-saving aid and social services to 850,000 men, women and children presently living in 31 countries throughout the world, and

WHEREAS of these 850,000 needy men, women and children, some half-million are destitute immigrants in Israel who require emergency assistance as a result of continuing tensions in the area, and

WHEREAS these 500,000 immigrants include the aged and sick, the young and helpless, the underfed and ill-housed, the impoverished requiring welfare assistance, and the unemployed who require training in modern skills if they are to gain employment, and

WHEREAS the tax-paying citizens of Israel are carrying the burden of defending their land to the limit of their means and can no longer share in assistance to the immigrants as they have in previous years, and

WHEREAS it devolves upon the United Jewish Appeal to carry this full burden of rehabilitative and social services on behalf of the immigrants in Israel, while also assisting 350,000 needy fellow Jews in 30 other countries of the globe, and

WHEREAS in the 31st year of its existence, the United Jewish Appeal continues to serve as an inspiration to free men all over the world by its magnificent achievements in providing direct aid to more than three million persons...resettling more than a million and half of them in Israel, the United States and other free lands, and

WHEREAS the United Jewish Appeal is, during this year of 1969, engaged in a great, nationwide Emergency Fund campaign on behalf of the Israeli people as well as its regular campaign for needy Jews elsewhere in the world,

WHEREAS the members of the Jewish community of (name of city) have pledged themselves to active participation in this significant and meaningful undertaking,

NOW, THEREFORE, I, (name of Mayor), Mayor of the city (name of city) do hereby pronounce and proclaim the (month, day or week) or (date) 1969 as UNITED JEWISH APPEAL (MONTH, WEEK OR DAY)

AND DO HEREBY call upon all men and women of good will, representing every faith, who live in the city of (name of city), to give unto this 1969 campaign of the United Jewish Appeal their full understanding, their heartfelt cooperation, and -- above all -- their most prompt and generous contribution.

(Signature of Mayor)

(MUNICIPAL
SEAL)



RELEASE, MAYOR'S PROCLAMATION

MAYOR (NAME) LAUDS UNITED JEWISH APPEAL, PROCLAIMS (DATE)

AS UJA (MONTH, WEEK OR DAY)

Paying tribute to the United Jewish Appeal for its "history of magnificent achievements in saving and rehabilitating millions of Jewish lives, and particularly for its heroic aid to the people of Israel during their continuing struggle for a just and lasting peace," Mayor (name) yesterday proclaimed (date) as United Jewish Appeal (month, week or day). He urged citizens of all faiths to support (name of city's) (name of local campaign) in behalf of the nationwide United Jewish Appeal's Emergency Fund drive for humanitarian assistance to the people of Israel and for destitute Jews elsewhere in the world.

In his official proclamation, Mayor (name) cited the UJA as the major American Jewish organization raising funds for the transportation of Jewish immigrants to Israel and their resettlement there, and for humanitarian aid to hundreds of thousands of refugees and distressed Jewish men, women and children in 30 other countries.

Mayor (name) pointed out that in 1969 the UJA must continue its Emergency Fund campaign for as long as conditions remain critical in Israel. The UJA, he said, has assumed full responsibility for some half-a-million immigrants whose absorption into Israel's social and economic structure will otherwise be unduly delayed by post-war factors. It must also make funds available for such vital

social services as the care of the aged and sick; the physically and mentally handicapped; the young people whose education facilities need drastic assistance, and the jobless who have not yet acquired modern working skills and need training.

The Israeli taxpayer, he said, cannot help defray the costs of these great humanitarian programs because the continuing tensions in the Middle East divert virtually all of the country's resources into costly defense and security measures. The UJA has always been responsible for meeting these acute needs, as well as the needs of its impoverished co-religionists in 30 other countries -- a total of 850,000 destitute Jewish men, women and children for whom the (name of local campaign) must raise funds in 1969.

UJA aid programs are carried out by its member agencies: The United Israel Appeal, Inc., which transmits funds to the Jewish Agency for Israel in Jerusalem, to transfer, resettle and absorb immigrants coming to Israel; The American Jewish Joint Distribution Committee, which aids Jews in 30 countries, including Israel, where it conducts special welfare programs for aged, chronically ill and handicapped immigrants, and the New York Association for New Americans, which assists Jewish refugees to the United States. The United Hias Service, which helps Jewish refugees settling in countries other than Israel, and ORT, the Jewish global organization which provides vocational and technical training for immigrants in Israel and needy youths in other countries, also benefit from the UJA campaign.

FROM: (Local Campaign)
(Address)

FOR RELEASE (Date)

(NAME OF LOCAL CAMPAIGN) JOINS UJA'S THIRD EMERGENCY
FUND SINCE SIX DAY WAR

The (name of local campaign) announced today that it will participate in the United Jewish Appeal's third nationwide Emergency Fund drive since the Six Day War to help meet the spiraling humanitarian needs of the Israeli people and other Jews throughout the world.

"Our goal for 1969 is to raise even more than we raised for the first Emergency Fund in 1967 immediately after the Six Day War," declared Mr. (name of local federation president), President of the (name of federation). He said a chairman, officers and committee members will be named soon to lead the local drive.

"The Israeli taxpayer is being taxed as he has never been taxed before to pay the full cost of defending his land against enemies who vow to annihilate him" Mr. (federation president) said. "Therefore, we must give as we have never given before to assume a greater share of the humanitarian programs established by the UJA in Israel, which the Israelis can no longer help to support."

Mr. (federation president) noted that uppermost among these programs was the rehabilitation and absorption of more than 30,000 immigrants who UJA funds helped bring to Israel's shores this year, as well as at least 30,000 more expected in 1969. "In addition to these newcomers, there are more than 300,000 immigrants who need special training and care because the illiteracy and lack of skills they brought with them from underdeveloped lands still prevent them from being absorbed into Israel's modern society. These unabsorbed immigrants-- who have the biggest families, the fewest wage earners and the largest

number of aged, handicapped and infirm---impose a huge burden on the people of Israel and pose a direct threat to Israel's survival. Only a fully integrated people can successfully defend the land and at the same time build a strong economy---the two essentials for survival and nationhood."

Mr. (federation president) said UJA funds also must be used to assist more than 300,000 destitute Jews throughout the world, many of them facing conditions of deprivation and persecution in Moslem lands and nations behind the Iron Curtain. "The relief, rehabilitation and transportation of these needy Jews to Israel and other free countries must continue to be a chief concern of the UJA especially in the wake of hostile reaction to Israel's victory in the Six Day War," Mr. (federation president) said.

Mr. (federation president) said Israel's enormous defense burden has forced her to freeze social services at the 1968 level. "This includes all hospital construction, psychiatric services, prenatal and infant care clinics and welfare grants," he said. "Furthermore, nothing can be done in 1969 to ease a situation in which 123,000 Israeli families, or one out of five, are living in substandard housing. The freeze on welfare payments at the present level will be a hardship to the 116,000 families in Israel, or one out of six, living below the poverty line, which is defined as less than \$115 per family per month."

The United Jewish Appeal is the major American agency aiding immigrants to Israel, and refugees and distressed Jews throughout the world. Funds raised by the UJA's annual nationwide campaigns provide humanitarian and rehabilitative services through its member agencies, The United Israel Appeal, Inc., which transmits funds to the Jewish Agency for Israel in Jerusalem; the Joint Distribution Committee, which aids Jews in 30 countries, and the New York Association for New Americans, which assists Jewish refugees to the United States.

RELEASE #2 -- NAMING OF CHAIRMAN

(Fill in and retype
double space)

FROM: (Local Campaign)
(Address)

FOR RELEASE (Date)

(NAME) NAMED CHAIRMAN OF (NAME OF LOCAL CAMPAIGN)
TO HEAD (NAME OF COMMUNITY) DRIVE FOR UJA EMERGENCY FUND

- - -

(Name of Chairman), (business or civic affiliation), last night was named Chairman of the (name of local campaign) to mobilize community support for the United Jewish Appeal's third nationwide Emergency Fund drive on behalf of the pressing social needs of the Israeli people and distressed Jews elsewhere in the world.

"With peace still eluding the people of Israel more than a year and a half after the Six Day War, the enormous costs of defending their land against enemies bent on revenge make it impossible for them to continue paying the major share of UJA-sponsored humanitarian programs," Mr. (Chairman) said after being selected by leaders of the (local campaign). "Our goal for 1969 must be greater than it was in 1967 immediately after the Six Day War to help bring the Israeli people the social relief they need to meet the continuing crisis."

Mr. (Chairman) said the Israeli people can no longer afford to bear the brunt of rehabilitating and integrating the more than 30,000 immigrants brought to Israel by the UJA this year and the 30,000 more expected next year. He noted that Israel also has more than 300,000 immigrants, mostly from non-western lands, who remain unabsorbed because of illiteracy and lack of skills. "The absorption

(more)

of these immigrants, who are among the non-westerners making up more than half of Israel's population, is essential to the successful defense of the land and the building of a viable economy and a unified people," Mr. (Chairman) said. "Only through increased giving to the UJA's Emergency Fund can the Jews and non-Jews of (name of community) contribute to the success of the immigrant absorption program and to the survival of the Israeli people."

Mr. (Chairman) also noted that UJA funds were needed to continue aid programs for more than 300,000 destitute Jews elsewhere in the world. "For many of these Jews, especially those living in Moslem countries and behind the Iron Curtain, life since Israel's victory in the Six Day War has been filled with terror," Mr. (Chairman) said. "Somehow, we must continue to help them carry on and to escape to Israel and other lands of freedom at the first opportunity."

The chairmanship of the (name of local campaign) is another in a long list of civic duties for Mr. (Chairman). He also has served as (list of community affiliations). "I accept this new role with a deep sense of honor and responsibility because I realize that this year's Emergency Fund drive may be the most important yet for the survival of the Israeli people and the Jews of the world," he said.

The United Jewish Appeal is the major American agency aiding immigrants to Israel, and refugees and distressed Jews throughout the world. Funds raised by the UJA's annual nationwide campaigns provide humanitarian and rehabilitative services through its member agencies, The United Israel Appeal, Inc., which transmits funds to the Jewish Agency for Israel in Jerusalem; the Joint Distribution Committee, which aids Jews in 30 countries, and the New York Association for New Americans, which assists Jewish refugees to the United States.

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FROM: (Local Campaign)
(Address)

FOR RELEASE (DATE)

PROMINENT JEWISH LEADERS NAMED TO KEY POSTS
IN (NAME OF COMMUNITY) DRIVE FOR UJA EMERGENCY FUND

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Several prominent leaders of the (name of community) Jewish community were named last night to key posts in the (name of local campaign) to spearhead local support of the United Jewish Appeal's third nationwide Emergency Fund drive on behalf of pressing social needs of the Israeli people and destitute Jews of the world.

(Name of local chairman), chairman of the (name of local campaign) announced the following appointments: (list names, campaign titles and major businesses, welfare or civic affiliations in this paragraph).

"We are fortunate to have men and women of such high calibre accept the important roles in what could be the UJA Emergency Fund most vital to the survival of the people of Israel and the Jews of the world," Mr. (Chairman) said.

"Not since the Six Day War have the Israelis faced such a clamor by their enemies for their annihilation," Mr. (Chairman) declared.

"Spiraling defense costs have made it impossible for the Israeli's to bear the brunt of caring for the immigrants who are the lifeblood of the nation. The UJA must shoulder the full burden of these humanitarian costs, and that is why our goal must be to raise more for the 1969 Emergency Fund than we raised for the 1967 emergency fund right

(more)

after the Six Day War."

Mr. (Chairman) said that it has been the traditional responsibility of the UJA to bring the immigrants to Israel, including the 30,000 who are arriving this year and the 30,000 who are expected in 1969. "Now we must also take full responsibility for the rehabilitation and absorption of these immigrants, as well as the training and care of 300,000 immigrants who remain unabsorbed because of the illiteracy and lack of skills they brought with them from non-western, under-developed countries," he said.

Mr. (Chairman) also noted that UJA funds were vitally needed to care for more than 300,000 destitute Jews elsewhere in the world, many of whom have faced deprivation and persecution in Moslem and Iron Curtain countries following the Six Day War. "The UJA makes it possible for thousands of these Jews to flee to Israel and other countries where it is no crime to be a Jew," Mr. (Chairman) said. "But for many, emigration is not yet possible, and we must continue to provide them with the medical and social assistance that at least makes physical survival possible."

The United Jewish Appeal is the major American agency aiding immigrants to Israel, and refugees and distressed Jews throughout the world. Funds raised by the UJA's annual nationwide campaigns provide humanitarian and rehabilitative services through its member agencies, The United Israel Appeal, Inc., which transmits funds to the Jewish Agency for Israel in Jerusalem; the Joint Distribution Committee, which aids Jews in 30 countries, and the New York Association for New Americans, which assists Jewish refugees to the United States.

In response to the spiraling humanitarian needs touched off by Israel's continuing battle for survival, the women of (name of community) will be called upon to play a key role in the United Jewish Appeal's third nationwide Israel Emergency Fund drive since the Six Day War, Mrs. (name of chairman), Women's Division Chairman of (name of Campaign), declared today.

"Even though more than a year and a half has passed since the Six Day War, the people of Israel are still surrounded by enemies sworn to push them into the sea," Mrs. (last name) said. "As a result, nearly every cent now raised by taxes in Israel must go toward defense, making the Israelis unable to continue contributing the lion's share toward immigrant aid and other humanitarian programs. That is why the 1969 Emergency Fund must raise even more than was raised in the first emergency fund right after the Six Day War in 1967."

Mrs. (last name) said the role of the Women's Division will be to "help spread the story of Israel's enormous needs" as well as to solicit gifts for the emergency fund. "It is not easy for some to understand how an emergency can still exist so long after the Six Day War," Mrs. (last name) said. "But we plan to close that communications gap with facts and figures showing how dollars from abroad are desperately needed to help avert an internal social crisis that is as much a part of the Israeli people's battle for survival as meeting the crisis outside their borders."

Mrs. (last name) noted that uppermost among the costs now beyond the means of the Israelis are the housing, training and rehabilitation of more than 30,000 immigrants expected to arrive next year. She said Israel also no longer can afford to continue paying everything toward the cost of these programs for more than 300,000 newcomers, most of them from backward Afro-Asian lands, who still cannot support themselves because of illiteracy and lack of modern skills.

Mrs. (last name) also reported that UJA funds were needed to help care for more than 300,000 destitute Jews elsewhere in the world, many suffering persecution in Moslem and Iron Curtain countries since the Six Day War. "Until these people are permitted to leave, so that the UJA can transport them to Israel and other free countries, we must make sure that they receive enough aid for physical survival," she said.

Mrs. (last name) issued a call for volunteers to take part in the Women's Division drive for the UJA Emergency Fund. "It will be hard work, but rich with the satisfaction of helping a brave people in their struggle for survival," she said.

The United Jewish Appeal is the major American agency aiding immigrants to Israel, and refugees and distressed Jews throughout the world. Funds raised by the UJA's annual nationwide campaigns provide humanitarian and rehabilitative services through its member agencies: the United Israel Appeal, Inc., which transmits funds to the Jewish Agency for Israel in Jerusalem; the Joint Distribution Committee, which aids Jews in 30 countries, and the New York Association for New Americans, which assists Jewish refugees to the United States.

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Until the Israeli people can win the peace, they will be so overburdened maintaining their defenses against another war that they will be unable to help meet the spiraling social needs within their borders, Mr. (campaign chairman), chairman of the (name of local campaign) warned today.

"Not since the Six Day War have the Israelis been faced with such bold treats to their survival, have they been pushed so close to the brink of war by neighbors still crying for their total annihilation," Mr. (campaign chairman) said. "In the face of this continuing crisis, the Israelis have no choice but to pay the terribly high costs of defense. Virtually all of their taxes must go into defense, and they are already the most heavily taxed people in the world. They no longer have the resources to help contribute toward the transportation, absorption, housing, rehabilitation and training of the more than 300,000 illiterate, ill-trained newcomers still on the social rolls from past years."

Mr. (chairman) called for "a record outpouring of support" for the current drive of the (name of the local campaign) so that a record allocation can be made to the 1969 Emergency Fund of the United Jewish Appeal, the UJA's third nationwide emergency campaign since the Six Day War. He also noted that the (name of local campaign) would contribute to the UJA's regular campaign on behalf of destitute Jews throughout the world.

"Israel's greatest social problem involves her unabsorbed immigrants, mostly from backward Afro-Asian countries, who need special attention and training to be brought into the mainstream of westernized Israeli life," Mr. (chairman) said. "These are the people hardest hit by the cutback in social programs, although the whole nation really suffers because it can be only as strong as its weakest social link."

Mr. (chairman) noted that most of the immigrant-assistance programs were begun by the UJA, but that the Israelis over the years had participated even with a majority contribution of \$2 for every \$1 raised abroad to support these programs. "Now it is the UJA alone that must assume this entire enormous humanitarian burden," he said.

To illustrate the depths of Israel's crisis, Mr. (chairman) said that general social services have been frozen at the 1968 level, including hospital construction, psychiatric services, prenatal- and infant-care clinics and welfare grants. "The situation becomes all the more critical when you consider that one out of five families is living in substandard housing, while one out of six earns less than \$115 per month, the poverty line in Israel," he said.

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Dear Friend:

I am writing this letter to ask for your help -- yours, and that of every other Jewish resident of our community.

I have accepted the post of Chairman of our 1969 United Jewish Appeal Campaign with a feeling of great responsibility. Not since the darkest days of the Holocaust have Jews throughout the world been confronted with the critical problems which now challenge them.

In Israel, 2½ million Jews are still threatened with annihilation; their homes and lives are shattered by terrorist bombs; their nation's resources must be invested solely in defense of the land, without a penny left over for the social services that make life upon that land more than mere existence.

In other countries, like Czechoslovakia, Poland and the Moslem countries, all sense of security has vanished. Jews do not know from one moment to the next what new pogrom, what new outrage and persecution awaits them.

In other free countries tens of thousands of needy Jews, helpless Jews, cry out for our help.

In our own community the costs of maintaining our social services, of building a viable, creative Jewish life are spiralling ever higher.

This year, in addition to our regular campaign which will help 850,000 needy Jewish men, women and children in 31 countries -- we will undertake a special Israel Emergency Fund, shoulder to shoulder with other Jewish communities throughout America and with the brave people of that beleaguered land.

Our task is to bring the true facts home to our neighbors and friends. If they understand the facts - and if they are proud to call themselves Jews - then they will give as never before without our even asking. That's how critical the situation really is.

I want your help in this life-or-death effort.

(A) I am asking you to volunteer your time and to serve as a campaign worker. We will soon have a meeting of others who have taken this responsibility upon themselves at (time, place, date). I hope that I can count on your being there. (sent with business reply card)

(B) I shall soon invite you to attend a most important community affair to further this great cause. I feel sure that when it takes place, you will contribute greatly to its success by attending.

(C) I shall soon have the pleasure of calling upon you to explain the facts in detail and to ask for your contribution. I know that you will understand and that your gift will be an inspiration to others in our community.

Thanking you for your support and cooperation I remain,

Sincerely yours,

Chairman.



LETTER #2--CHAIRMAN'S INVITATION TO A FUNCTION

Dear.....

Jews throughout the world are today confronted with an emergency of unprecedented dimensions. It is now a year and a half since Israel won her life-or-death victory in the Six Day War and still there is no peace. The cease-fire agreement is broken every day, on all of her borders, and in the streets of her cities where vicious terrorists bomb innocent women and children. Quite frankly, Israel is still at war and a war economy does not permit the people of Israel to care for the sick and hungry, the downtrodden and the destitute.

In other countries, a continuing result of the Six Day War has been the persecution of the Jewish population who cry for assistance in immigrating to freedom in Israel. And in thirty countries throughout the world hundreds of thousands of helpless Jews still turn to us for help.

I am writing to ask that you join other leaders of our Jewish community at a critical dinner meeting to discuss the dimensions of this emergency and our responsibilities in meeting it through the United Jewish Appeal Emergency Fund.

The dinner will be held at _____
on _____, at _____. Please return the
enclosed card to tell me if we can count on your being there.

I cannot find the words to tell how truly urgent and important this function will be. Please come.

Yours truly,

Chairman

P.S. Our speaker that evening will be (name and short bio).



Text of card:

Dear Mr. _____:

I will be happy to attend your opening (function) on (date) to help ensure the success of the UJA campaign.

Name _____ Address _____ Phone _____

Dear Friend:

I want to speak with you in this letter as frankly as if we were sitting together in your living room, so let me begin by coming right to the point: I am asking you to give more money to the United Jewish Appeal this year than you have ever given before.

Believe me, I would not ask this of you unless there was good reason. There is: hundreds of thousands of our fellow Jews desperately need it.

In Israel there is war. It is a war in which vicious terrorists cross her borders and blow up innocent women and children. It is a war in which daily artillery attacks shatter homes and farms -- and lives.

Because Israel is at war, the people of Israel must spend their entire revenue on defense. Our fellow Jews in Israel tax themselves in order to defend themselves from annihilation. Almost every single dollar the Israeli taxpayer gives to his government must go for arms. The people of Israel expend both their money and their blood to preserve themselves and their children in a Jewish homeland. There is simply no money left for social services.

What are social services? Things like hospitals, schools, housing, the absorption of immigrants, job training. Things that we in the United States take for granted. We pay our money and we receive government services. In Israel there is no money for anything but one service -- the preservation of the state against the threat of armed aggression.

In 1969 all hospital building is frozen. In 1969 all welfare grants, all infant welfare clinics are to remain at 1968 levels. This despite the fact that nearly 40,000 new immigrants are expected. Immigrants who must be absorbed if Israel is to live as a viable state.

One out of five families live in substandard housing. They will continue to live in substandard housing in 1969. They will continue to do so because defense costs in Israel are three times as heavy as those costs were only two years ago.

We must meet our obligation to our fellow Jews. We must assume fully the philanthropic burden that is ours by right and by privilege.

The people of Israel sacrifice their strength and substance every day of the year in their 365 Day War. We must do our part. American Jewry must raise \$200,000,000 this year if we are to do what is required to support our brothers in need. The emergency continues. It is greater than ever.

I am confident we will do what we must do. Last November during the UJA study mission Moshe Dayan was asked by one of the mission members what was expected of us. His reply is my reply. I know it is your reply. "I would expect of you to feel Jewish. And I would say that if you feel Jewish, you will do what one Jew does for another when he is in trouble."

There are Jews in trouble. Help them.

Sincerely yours,

Campaign Chairman

Dear Friend:

A lot of young men and women in Israel have given their lives in wars to preserve the safety of their country. And a lot more have given their lives in so called peace to preserve the same safety.

For in a real sense, Israel has never known peace.

In this kind of peace, saboteurs cross her borders and kill civilians.

In this kind of peace, snipers fire across her borders.

In this kind of peace, she is subjected to artillery attack.

And so all of her resources and efforts must go into constant vigilance against hostile neighbors who have sworn to see every last man, woman and child pushed into the sea.

Meanwhile 300,000 immigrants await education, homes and absorption into the social and economic life of the country.

The old and ill must be cared for.

30,000 or more immigrants who will arrive in 1969 must be taught the language, a trade, given urgent medical attention, counseling, food and clothing.

They must be taught to make a stony soil bear fruit.

But the people of Israel must devote their time and resources defending themselves. More than ever before we must help the immigrants, the sick, the old and the young. And by helping we can bring these people a little closer to peace.

Israel must live.

Sincerely yours,

Campaign Chairman

Dear Friend:

I am writing to you today to ask that you give more money to the United Jewish Appeal than you have ever given before. Today, before it's too late.

Looking at the troubled history of Israel, it's hard to believe that it could ever be too late for the people of this courageous and determined nation. Time and again they have conquered awesome odds and survived the threat of annihilation.

But this time it can be too late. Not for the physical survival of Israel as a nation. But for the survival of social stability so crucial to the well-being of a people.

It can be too late for more than 300,000 immigrants who need medical attention, food, clothing and places to live. For those who must learn a new language and customs and who must be trained so they can find useful employment. For those who must be absorbed into an uneasy society of people whose lives have been disrupted and whose futures have been clouded by war after war and the prospect of war again.

It can be too late, unless we help. Unless we support the humanitarian work of the United Jewish Appeal.

As you read this, Israel, more than ever before, is using all her resources and energies to defend against unlawful border attacks, sabotage and the ever-menacing possibility that full war will suddenly strike. Her people are simply unable to contend with the human problems within her borders, too. And so this, more than ever before, must be our job. Before it's too late.

Won't you make a generous contribution and send it to me today?

Believe me, it will be appreciated.

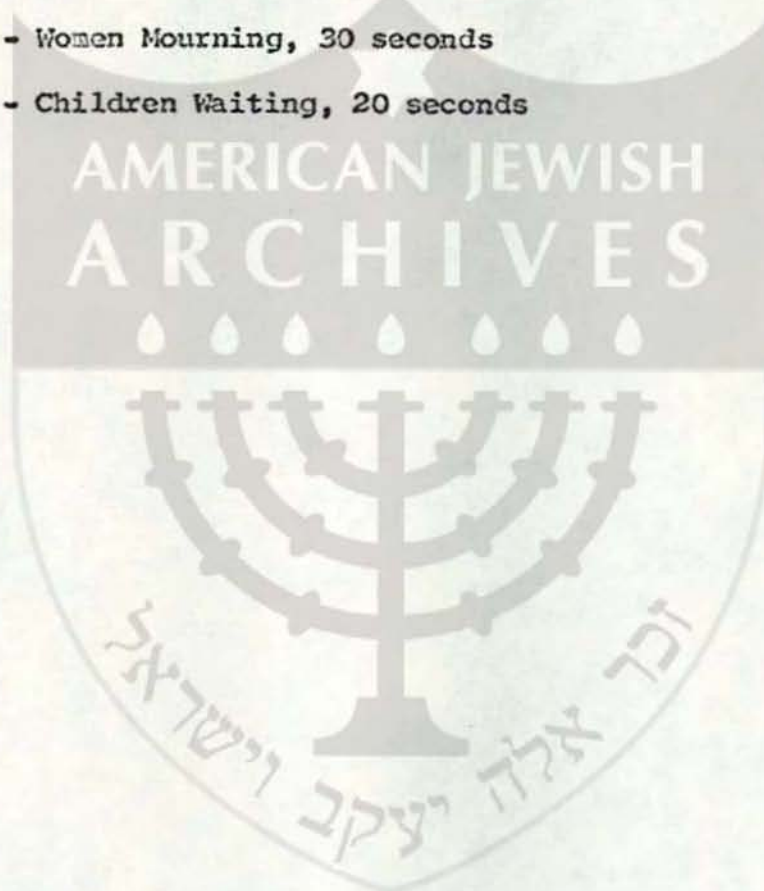
Sincerely yours,

Campaign Chairman

UNITED JEWISH APPEAL

TELEVISION SPOTS

- # 1 - Refugee Arrival, 60 seconds
- # 2 - You Gotta Be Kidding, Peter Sellers, 60 seconds
- # 3 - What the World Needs Now Is Love, 60 seconds
- # 4 - Another Einstein, 30 seconds
- # 5 - Women Mourning, 30 seconds
- # 6 - Children Waiting, 20 seconds



UNITED JEWISH APPEAL
69-60-1
60 seconds

Rev. 10/4/68

TITLE: REFUGEE ARRIVAL

VIDEO

Refugee arrivals

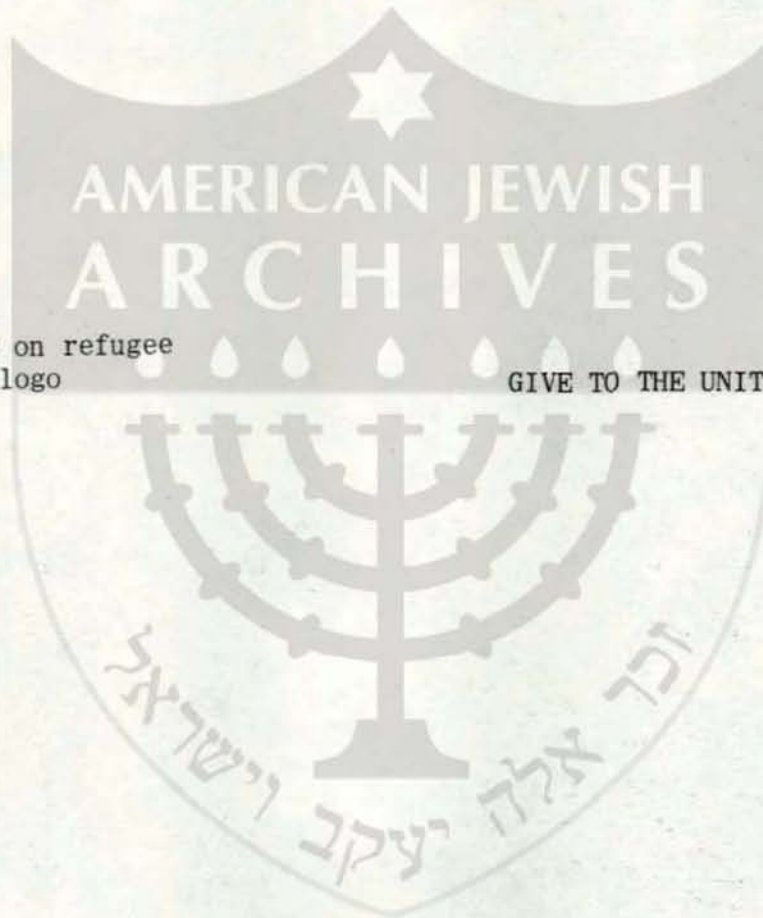
AUDIO

EARTHA KITT

Eartha Kitt sings Haveynu shalom
Aleichem.

Freeze frame on refugee
and mat UJA logo

GIVE TO THE UNITED JEWISH APPEAL.



UNITED JEWISH APPEAL
SPOT 69-60-2
60 Seconds continued

TITLE: "YOU GOTTA BE KIDDING!"

SELLERS

YOU GOTTA BE KIDDING!

DIRECTOR (voice over)

NO. WE'RE NOT KIDDING. YOUR ONE

GIFT TO THE UNITED JEWISH APPEAL HELPS

THOUSANDS OF PEOPLE -- YOUNG AND OLD --

HERE IN AMERICA, IN ISRAEL AND ROUND THE
WORLD.



UNITED JEWISH APPEAL
69-60-3
(60 seconds)

TITLE: WHAT THE WORLD NEEDS NOW IS LOVE

VIDEO

ATTRACTIVE YOUNG MAN & WOMAN
WALKING ALONG BEACH.

FREEZE FRAME ON YOUNG MAN & WOMAN
ZOOM OUT OF EXTREME CLOSE UP OF
WOMAN'S FACE TO REVEAL HER AS
DOCTOR HELPING REFUGEES.

DISSOLVE TO CLOSE UP OF MAN &
ZOOM OUT TO REVEAL HIM WORKING
WITH IMMIGRANT.

MAT IN UJA CAMPAIGN LOGO OVER
REFUGEES AT REHABILITATION CENTER.

("GIVE TO THE UJA")

AUDIO

(MUSIC OVER)

"WHAT THE WORLD NEEDS NOW IS LOVE, SWEET
LOVE. THAT'S THE ONLY THING THERE'S JUST
TOO LITTLE OF...."

(MUSIC OUT)

ANNCR. (V.O.)

LOVE... THE ACT OF GIVING OF ONE'S SELF.

THIS WOMAN LOVES ALMOST TWELVE TO FOURTEEN
HOURS A DAY... GIVING OF HERSELF BY CARING
FOR SOME OF THE TENS OF THOUSANDS OF
IMMIGRANTS RESCUED EACH YEAR BY THE UNITED
JEWISH APPEAL AND BROUGHT TO ISRAEL.

AND THIS MAN LOVES... GIVES OF HIMSELF AT
THIS UJA REHABILITATION CENTER HELPING
DISABLED IMMIGRANTS TO BECOME SELF-
SUPPORTING CITIZENS.

AND YOU, ARE YOU GOING TO LOVE THIS YEAR?

GIVE TO THE UJA

(SONG COMES IN AGAIN WITH VERSE)

"WHAT THE WORLD NEEDS NOW IS LOVE, SWEET LOVE,
NO, NOT JUST FOR SOME BUT FOR EVERYONE."

SPOT 69-30-4
30 seconds

Oct. 4, 1968

TITLE: "ANOTHER EINSTEIN"

VIDEO

Eyeball shot and
zoom out to face of Albert
Einstein

Stills of montage of
refugees being rescued.

Zoom into child.

Freeze frame and super UJA
logo over child's face.

AUDIO

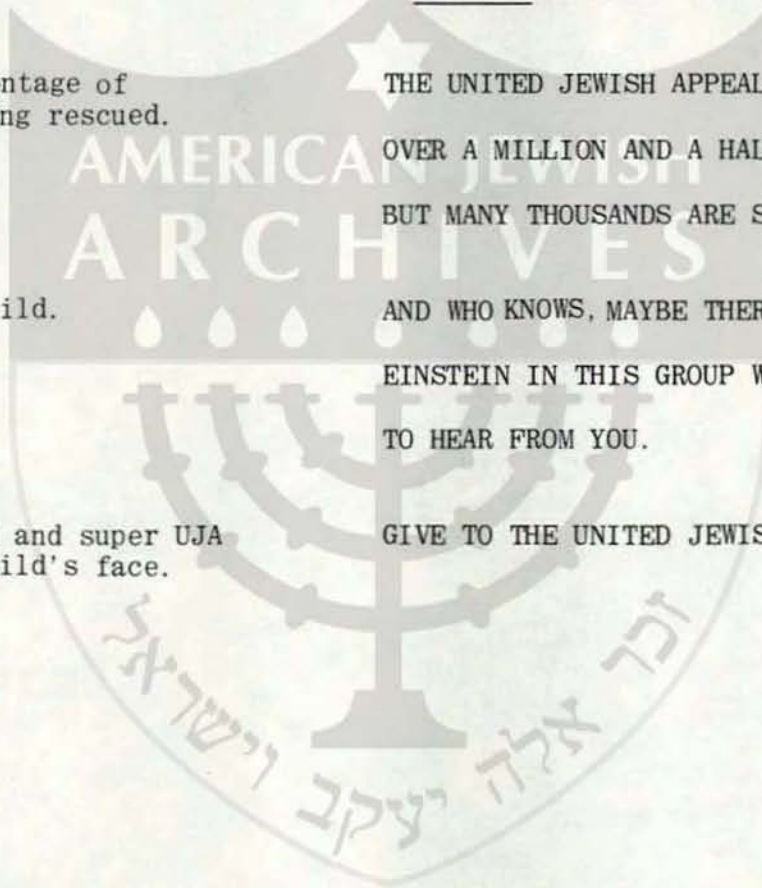
ANNCR. (VO)

THIS MAN CHANGED THE ENTIRE COURSE OF
HUMAN HISTORY. ALBERT EINSTEIN . . .
A REFUGEE WHO FLED HIS HOME.

THE UNITED JEWISH APPEAL HAS RESCUED
OVER A MILLION AND A HALF REFUGEES.
BUT MANY THOUSANDS ARE STILL WAITING.

AND WHO KNOWS, MAYBE THERE'S ANOTHER
EINSTEIN IN THIS GROUP WAITING...WAITING
TO HEAR FROM YOU.

GIVE TO THE UNITED JEWISH APPEAL.



UNITED JEWISH APPEAL
69-30-5
30 seconds

Rev. 10/4/68

TITLE: WOMEN MOURNING

VIDEO

Israeli women crying at graves

Freeze frame on weeping
women and mat United Jewish
Appeal logo

AUDIO

ANNCR. (VO)

THESE ISRAELI WOMEN WILL NEVER FORGET

THEIR HUSBANDS WHO GAVE EVERYTHING SO THAT

ISRAEL MIGHT SURVIVE.

WE'RE ASKING ONLY THAT YOU GIVE SOMETHING

TO THE UNITED JEWISH APPEAL.



UNITED JEWISH APPEAL
69-20-6
20 seconds

Rev. 10/4/68

TITLE: CHILDREN WAITING

VIDEO

Refugee child

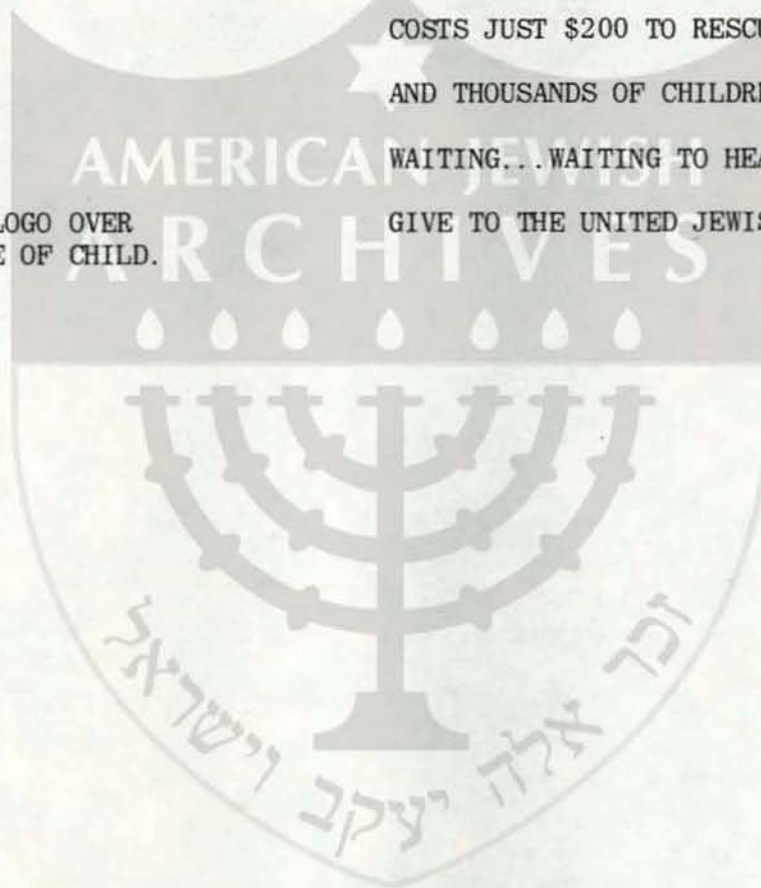
MAT IN UJA LOGO OVER
FREEZE FRAME OF CHILD.

AUDIO

ANNCR. (V.O.)

ONE OUT OF EVERY TWO REFUGEES RESCUED BY
THE UNITED JEWISH APPEAL IS A CHILD. IT
COSTS JUST \$200 TO RESCUE THIS CHILD.
AND THOUSANDS OF CHILDREN LIKE HER ARE
WAITING... WAITING TO HEAR FROM YOU.

GIVE TO THE UNITED JEWISH APPEAL.



UNITED JEWISH APPEAL
"GIVE SOMETHING"
1
20 Seconds

This is _____.

During the Six-Day War the people of Israel were prepared to give everything, even their lives, so that Israel would survive.

We're only asking you to give something to the United Jewish Appeal.

Please give now so there will be a later.

UNITED JEWISH APPEAL
CHILDREN WAITING
#1
30 SECS.

Hello, this is _____.

Since World War II the United Jewish Appeal has rescued more than a million and a half refugees from persecution and death and brought them to new countries to rebuild their lives.

Israel alone continues to take in tens of thousands of refugees each year. One out of every two refugees is a child. And thousands of children in desperate need of your help are waiting.....waiting to hear from you. Give to the United Jewish Appeal.



UNITED JEWISH APPEAL
WHAT THE WORLD NEEDS NOW IS LOVE
#2
60 SECS.

MUSIC: "What the world needs now is love sweet love; it's the only thing that there's just too little of".....(fade music)

ANNOUNCER

Love - the act of giving

In Israel Dr. Micha Glazer loves almost twelve to fourteen hours a day - giving of herself by caring for the medical needs of some of the tens of thousands of refugees rescued each year by the United Jewish Appeal and brought to Israel.

And David Gerber loves, gives of himself at UJA supported rehabilitation centers where newly arrived Immigrants are helped to become self supporting citizens.

(Music up in background)

And you.....are you going to love this year?
Give to the United Jewish Appeal.

(Music up to full)

"Love sweet love; no not just for some but for everyone."

UNITED JEWISH APPEAL

"GIVE SOMETHING"

3

30 Seconds

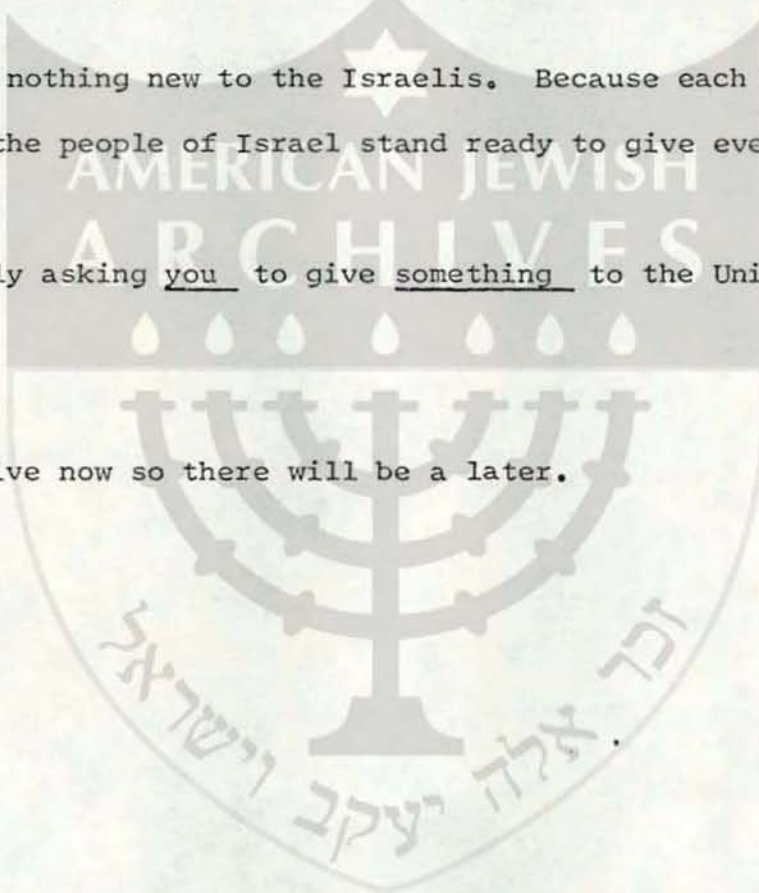
This is _____.

During the Six Day War the people of Israel were prepared to give everything, even their lives, so that Israel would survive.

This was nothing new to the Israelis. Because each day, 365 days a year, the people of Israel stand ready to give everything.

We're only asking you to give something to the United Jewish Appeal.

Please give now so there will be a later.



UJA SPOT
REFUGEE RESCUE
#4
60 Seconds

(Eartha Kitt singing in background)

Imagine for a moment that you are a refugee forced to leave your country because of persecution and fear. You have no home, no money. But you know that soon, through the United Jewish Appeal, there will be a plane for you and your family - that you will be fed, and given the care to help you rebuild your life in Israel.

Imagine a new apartment for your family, with dishes, pots and pans - a bath.

There's a job, too, and schools for your children.

But most important - Israel - a place where you are welcomed and can live in freedom and dignity.

Music up

Give to the United Jewish Appeal.

UJA 1969 CAMPAIGN TOOLS

Section I -- Key Campaign Pieces

1. General Folder - Tentative title: "ALL WE ASK..." Illustrated text and pictures, recently taken on location, highlight the emergency campaign story. Can be adapted to include community needs.
2. General Folder for #10 envelope based on the above.
3. Community Form Bulletins - black and white broadsides developing the 1969 themes "Israel Must Live" and "Our Community Must Live". Useful as center spread for house organs.
4. "What Your UJA Dollars Will Buy" - Illustrated leaflet listing values in kind for various money sums. Fits into #10 envelope.

Section II -- Specialized Material and Tool Pieces

1. Workers Kit - An original wallet enclosing cards that tell the campaign story and illustrate fund-raising techniques. Accompanied by a mimi-slide projector and viewer to illustrate overseas needs.
2. Public Relations Manual and 1969 Publicity Materials - A loose leaf folder designed to structure PR approacher and including sample of materials suites to local adaptation.
3. Campaign Letterheads - two versions of the 1969 UJA campaign theme illustrated in black and white so as to key to the starkness of the 1969 emergency theme. Available for community use and imprint.
4. Mat and Photo Sheets - photographs taken on location in Israel during the summer of 1968. Available from the national UJA Publicity Department.
5. Campaign Pledge Cards - 5 types:
 - a. Card for combined Regular campaign, on Green bristol stock.
 - b. Card for Independent UJA local drive, on Yellow bristol stock.
 - c. Card for Emergency Fund only, on Red
 - d. Card for Regular Campaign and Emergency Fund, combined, on Gray stock.(men)
 - e. Card for Regular Campaign and Emergency Fund, combined, on Pink stock.(women)
6. Display Materials -- campaign posters prepared for community use -- i.e., "Israel Must Live - Our Community Must Live" -- 20"x30" -- two colors -- on paper and cardboard.
7. 1969 Stuffers and Bill Forms -- 3½"x5½" - to be issued at the time of the National Conference. Four of the stuffers are related to overseas needs; two of them are geared to the UJA story in conjunction with local community functions. All available with standard bill statement on back page.

8. Fact Sheet -- a concise mimeographed statement of the needs behind the 1969 Israel Emergency Fund.

Section III - Advertisements

Six national advertisements focus on the Emergency campaign. Three community ads are available in which local and overseas needs are combined. These ads leave room for local pictures and texts to be added.

Section IV -- Audio-Visual Program Materials

1. 20 slides - a package of visual materials relating to Israeli study missions and weekly flights -- for use by lay leadership at community meetings.
2. Video Tape recordings -- messages from leading Israeli figures and recordings made on location in Israel by members of the study mission and participants in the weekly flights. These recordings maybe played within each community at special meetings for the purpose of stimulating interest in the campaign and the distribution of first-hand information and impressions of the Israeli scene by members of the leadership community.
3. A campaign film produced in Israel during the fall of 1968. The film is black and white, 16 mm sound, 20 minutes in length. Suggested use: fund-raising meetings, congregational and religious school gatherings.
4. Six Television Spots and Seven Radio Spots -- the television spots are to be identified both with UJA and local federation titles. The Los Angeles Communications Commission will tailor each spot so as to include community logos where desired.

Section V -- Women's Division Materials

1. "Campaign Primer - The How, When and Why of Campaigning" - A Handbook for Women Division campaign workers with answers to questions most often asked by prospects. 5½" x 8½". 16 pages plus cover. Blank pages for notes in back of book. Inside back cover with pocket for pledge cards. Cover 100 lb. coated stock. Inside pages 70 lb. stock. Two-colors - olive green and black.
2. "THIS IS WHAT YOUR CONTRIBUTION WOULD DO FOR YOU IF..." - Prospects piece. 4-page folder with center spread outlining local, overseas and Israel costs. 6 3/4" x 9 3/4". Cover 80 lb. coated stock. Two-colors - black and ochre.
3. "CHAIRMAN'S WORKBOOK AND GUIDE TO RUNNING A SUCCESSFUL CAMPAIGN" - A handbook for chairmen outlining the steps for organizing a successful Women's Division campaign. 5½" x 9". 16 pages plus cover and plastic comb binding. Cover 100 lb. coated stock. Text 70 lb. offset. Two-colors throughout - magenta and cocoa brown.
4. "1969 CHAIRMAN'S INFORMATION KIT - Israel Must Live!" envelope - An assortment of special materials for Chairmen, including a "Chairman's Speech," human interest stories, excerpts from Conference speeches, etc. 9½" x 12½". Two-tone blue.

Section VI -- Youth Program Materials

1. Flyers and posters are available for distribution to youth groups in your community describing the Nationwide Essay contest for teenagers to be sponsored by the UJA.
2. On the religious school level, a study program has been planned, materials include
 - a) a poster-size map to be hung on the classroom wall following one immigrant family to and through Israel and illustrating organizational work financed by UJA
 - b) A teachers guide to using- mat. and lesson plans for each 4 steps

1969 CAMPAIGN THEMES

ISRAEL MUST LIVE
OUR COMMUNITY MUST LIVE
HELP US HELP
SUPPORT SURVIVAL
GIVE NOW SO THERE'LL BE A LATER
TALK IS CHEAP-HUMAN LIVES AREN'T

You will be advised of the development of further materials during the course of the 1969 campaign.

WEEKLY FLIGHTS TO ISRAEL

In an effort to help you obtain the maximum benefit for your campaign from the special weekly flights to Israel, we have developed a number of services, of which you may take advantage at no cost.

A member of the National UJA Public Relations Department will be in Israel for each of the special flights and he is prepared to work closely with the members of your delegation in utilizing these services.

- A. Advance Publicity. You will soon receive a draft of a suggested press release about your community's participation in the weekly flight program. If you wish to do so, it may be used in your local newspapers.
- B. Publicity in Israel. Our representative will handle publicity for each flight in the Israeli press, radio and television, as well as in the American press. We are prepared to try to arrange interviews for your community's leaders in Israeli media, the value of which is obvious. If there is anyone from your community participating in one of the weekly flights for whom you would like us to arrange an interview in Israel, please send us a brief biographical sketch and glossy photograph.

- C. Letters Home. We will prepare drafts of letters home which can be sent from Israel to potential contributors in your community. These letters will be reproduced in Israel and signed there by your community's leading participant. However, he must bring with him air mail envelopes already addressed according to your mailing list. The envelopes should have no printing on them. On each envelope we will stamp an Israeli return address, and will place an Israeli postage stamp. However, it must be stressed that due to the brevity of each flight, it will be impossible to send letters home unless pre-addressed envelopes are provided.
- D. Video Tape Interviews. We are prepared to do 'on-location' video tapes for communities who have the VTR equipment. Our staff member will interview a community leader and elicit from him his reactions to what he has seen, his analysis of the needs and a fund raising pitch. It's like an audio-visual letter home and has proven effective in cities which have already taken advantage of its potential. You must let us know in advance which member of your community's delegation should be interviewed and

any specific requests for material you would like on the tape.

- E. Post-Flight Tools. We are preparing a kit of materials for use upon return to the community. It will contain a sample speech, 20 slides to illustrate the speech and several feature stories which may be placed in local news media under the byline of the participant from your community. You must let us know, in advance, which of the participating members from your community should receive the packet.

We will also attempt to sit down with people from your community and explore with them ways and means of communicating what they have seen and felt to others in the community. As you know, this is part of our overall effort to tie UJA's national public relations program still closer to your own efforts and to your own specific needs and requirements. If you have any questions about these services, please contact either Paul Leventhal, who will be in Israel during the month of December, Howard Stone, who will be there in January, or Don Kellerman.

**Israel's
365-Day
War.**

Israel's 365-Day War
by [illegible]



**Peace is
hell.**

Peace is Hell
by [illegible]



**Israel.
Before it's
too late.**



Israel: Before it's too late
by [illegible]



**ISRAEL
MUST
LIVE**

**We can't help unless you do.
Israel and our community.**

(Your local community imprint)

