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Video briefing for Brentwood Country Club. 1972.

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Long Beach, N. Y.
11561 U.S.A.

SUGGESTED INTRODUCTION by HERBERT FRIEDMAN TAPE

(It is recommended that this briefing be made
in front of the map at the Tel Aviv Hilton)

Dear Friends:

This is a unique presentation. I am taking this opportunity via video tape to deliver a custom briefing solely for members of the Brentwood Country Club of Los Angeles.

Please understand that it is difficult for me to be with you in person, but I would like to utilize the video tape system to give you a brief, but concise picture of the situation as it exists today in Israel.

Last November I had the pleasure of being with a delegation of members of Jewish country clubs headed by your Chairman, Mr. Mike Hersch. We travelled together for several days, meeting with various members of the leadership of the Israel government, including Moshe Dayan and Shimon Peres. We visited absorption centers, military installations, the frontiers and the historic and revered places of our history in Jerusalem and other areas, including Masada.

Alone with Mike, I had the pleasure of greeting Irving Geldin, Bill Malat, Abraham Gottfried, Mac Friedman, Si Jubas, Herb Krieger and Jack Bayer from Brentwood.

On the bus one evening, Mike told me that the best thing that he had experienced in Israel was the briefing given the first morning of the Mission to its 400 members.

I will try within the next few minutes to recreate and update that briefing.



United Jewish Appeal

1290 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10019 □ PLAZA 7-1500 □ CABLE ADDRESS: UJAPPEAL, NEW YORK

March 29, 1972

Rabbi Herbert A. Friedman
Executive Vice-Chairman
United Jewish Appeal
P.O. Box 92
Jerusalem, Israel

Dear Herb:

I understand that Rafi Bar-Am has sent you a memo on the videotape project for the Brentwood Country Club. To recap briefly, the Brentwood Country Club in Los Angeles has scheduled a major fundraising event for May 3. They anticipate that approximately 225 men will attend. Julius Ratner, after meeting with Mike Hersch, Chairman of last fall's Country Club Mission to Israel, feels that your briefing delivered to the group at the Tel Aviv Hilton was one of the high-lights of their mission. Consequently, they are asking that you videotape a briefing of no more than 15 minutes. The tape will be screened at the May 3 meeting.

I have enclosed a suggested introduction prepared by the Los Angeles Federation for your use. I am sure you can rewrite it if you wish, but as you will see, their objective is one of personalizing the presentation.

Rafi has informed me that he has made arrangements through International Video, located in Tel Aviv, for the taping. The taping will be done on a 1/2 inch machine that adheres to the EIAJ standard. Rafi has left instructions with Tsila, who is awaiting your call to firm up a time and place for the taping. The Los Angeles Federation has asked that this be done at the Tel Aviv Hilton, using the large map and pointer, as in your presentation to the mission.

The Federation must have these tapes no later than April 27 so they can order the special equipment necessary to present this program at the Country Club on May 3.

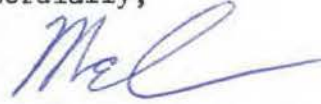
Should you have any questions concerning this project, please feel free to refer them to Tsila who will answer those that she can, and pass on to us those on which she has not been instructed.

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- Executive Committee in formation*

Thank you very kindly for your cooperation on this project. I am sure that your videotape briefing will fill the bill for the Brentwood program.

Cordially,



Melvyn H. Bloom
Director of Public Relations

MHB:rr
Enc.

cc: Irving Bernstein
Chaim Vinitzky
Tsila Blum
Rafi Bar-Am
Sidney Skolnik
Al Gilens



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המאומדת	היהודית	המגבית
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UNITED JEWISH APPEAL—Israel Office

המשרד בישראל: ירושלים ת.ד. 92 P.O.B. JERUSALEM

MEMORANDUM

TO: Herbert A. Friedman
 FROM: Rafi Bar-Am
 DATE: 20th March, 1972
 RE: Video-tape briefing for Los Angeles

Mel Bloom has informed me that Los Angeles has requested us to do a video-tape of your briefing to the missions in front of the large map that you normally use. This came about, he says, from a conversation between you and Julius Ratner. The briefing is to be approximately 15 minutes long.

The video-tape must be in Los Angeles by April 18th which means it must be done by the 10th.

Tsila will co-ordinate the tape session, get the room and any other arrangements that have to be made as soon as you give her a choice of dates.

I am sorry I will not be here for this because I think I could help direct you to giving the best possible briefing. I would like you to make the following points which you normally make - but not always - and which go over very well in my opinion:

1. your emotional telling of what a Russian goes through when he walks into the KGB or police station and asks "to get out." "Do you know what it means for a Russian to do this.....?" and speaking about the degradation which the children go through at school, the man at work, the woman in the grocery store ;
2. the fact that this is a long range project for U.S. Jewry;
3. the fact that we need the immigration as a means of increasing population. "Norway was a country of 4 million people and the Germans occupied it for 4 years....." "You give us those people, and then in another 20 years we will all meet here and during that time someone will have written another symphony or discovered a cure for cancer....."

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Herb , please check your figures. They are not always correct and I must have this tape with as little editing as possible. There are some good figures in the new Jewish Agency budget which should be required reading for all of us anyway.

I might also tell you that when it comes to political prognostication, I think you are at your weakest. You are much stronger when you simply give the facts and let the audience draw its "own conclusions."



Asila Bl
for Rafi Bar-Am