

FORM FOR MEMBERS OF COUNCIL
AMERICAN ZIONIST COUNCIL

515 PARK AVENUE

TELEPHONE PLAZA 2-1234

NEW YORK 22, N. Y.

Cable Address: AMZIONIST

NO. 2-K

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TO: Local Zionist Council Chairmen
and Key Community Leaders

January 19, 1961

FROM: Mrs. Moses P. Epstein, Chairman
Department of Information and Public Relations

ISRAEL'S THIRTEENTH ANNIVERSARY - NO. 2

On December 27 last, we sent you a Memorandum (No. 13-J) alerting you to Israel's forthcoming Thirteenth Anniversary which falls on April 21. We now send you additional information and suggestions for community action so that your community may properly utilize this occasion in the most effective way possible in bringing the record of Israel's first 13 years, its accomplishments and problems, to the attention of both the general and Jewish community.

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SUGGESTED PROGRAM OF INFORMATION AND PUBLIC RELATIONS
TO REACH THE GENERAL AND JEWISH COMMUNITY

- A. Community-Wide Anniversary Meeting - Your local Zionist Council should take the initiative in planning the type of meeting which will be worthy of this Anniversary. If possible, non-Zionist and Christian groups should be encouraged to co-sponsor the event. Certainly there should be Christian participation in the meeting itself. The widest publicity should attend this meeting and if warranted, attempts should be made to have the principal speaker's talk covered by TV and radio. Encourage youth participation in your Anniversary meeting.
- B. Proclamation by City and State Officials - We enclose sample Proclamations suitable for issuance by the Mayor of your City and by the Governor of your State. Arrangements should be made to have suitable newspaper (and photo) publicity accompany its issuance. The ceremonies should take place 3 or 4 days prior to the Anniversary meeting itself and thus help in publicizing your meeting.

CONSTITUENT ORGANIZATIONS

American Jewish League for Israel • Bnai Zion • Hadassah, Women's Zionist Organization of America • Religious Zionists of America (including Hapoel Hamizrachi Women and Mizrachi Women) • Labor Zionist Movement (including Farband, Pioneer Women) • Progressive Zionist League—Hashomer Hatzair • United Labor Zionist Party (Achdut Avodah-Poale Zion) • United Zionist-Revisionists of America • Zionist Organization of America

- C. Synagogue Participation - Your local Rabbis should be urged to designate April 22 as ISRAEL BAR MITZVAH SABBATH. It is suggested that the opportunity be given to those boys and girls whose Bar Mitzvah or Bas Mitzvah falls within a few weeks of the occasion to participate actively in a special Synagogue Service.
- D. Jewish Organizational Meetings - All Jewish organizations should be encouraged to devote one of their meetings during the Anniversary period to special programs on Israel, making use of appropriate speakers and films.
- E. Youth Celebrations - Zionist Youth Groups in the larger communities should be encouraged to hold their own celebrations. Participation by non-Zionist youth groups should be sought in such meetings. (As stated above, however, you should arrange for youth participation in your community's celebration.)
- F. Essay Contest in Jewish Schools - It is suggested that children of Bar Mitzvah age be encouraged to participate in an essay contest to be sponsored by local Councils in cooperation with Bureaus of Jewish Education on such subjects as "Israel's Thirteenth Birthday" and "Israel Grows Up", etc. Suitable prizes should be offered.
- G. Campus Celebrations - Local Zionist Councils should give support and assistance to the local Student Zionist Organization in whatever plans are being formulated for celebrations on campuses in your area. Where SZO chapters do not exist, the Hillel groups should be stimulated to set up a suitable Anniversary program or event. Similarly, encouragement should be given to the Israel Students Organization which will be planning celebrations on many campuses. Speakers and artists (performers) brought in for the community celebrations should be made available to those sponsoring campus events.
- H. Other Campus Activity - Apprise college officials of the presence in your community of any authoritative Israeli scholars or spokesmen. Perhaps the college itself, or some unit of the college, would be interested in scheduling an address by one of these men on the occasion of Israel's Anniversary.
- I. Christian Groups - The Anniversary affords an appropriate opportunity for scheduling speakers (either local or visiting) before church groups, women's clubs, civic and service clubs, World Affairs Councils, etc.
- J. The Local Press - If properly approached, your local editors will respond affirmatively in recognition of Israel's Anniversary with appropriate editorials, features, etc. Utilize a "local angle", such as an article by a prominent Jew or Christian who has visited Israel recently, etc. (We will be sending a feature directly to local editors during the first week in April.)

- K. TV and Radio - The above also applies to TV and Radio. Interviews with visiting or local personalities should be suggested. AZC nationally will be projecting personalities and programs on Israel via many TV and Radio Network programs during the Anniversary period. Films for TV programs as well as for meetings can be obtained from the AZC National or Regional Offices, or from various Israel Consulates.
- L. Library Presentations - The occasion lends itself to Book Presentations to both college and public libraries. If your local Council can manage such a presentation, please let us know what funds you have available for it, and we shall be glad to make suggestions (and arrange for the purchase and shipment, should you so desire) for such presentations.
- M. Mailing to Community Leaders - The Anniversary also lends itself to a special mailing conducted locally (with an appropriate covering note from a prominent Jewish leader or organization) to key Christian leaders in your community. FACTS ABOUT ISRAEL - 1961, now in production, should be available in time for the Anniversary. This pamphlet is prepared by the Government of Israel and will sell for approximately 25 cents. Please let us know if you want copies ordered for you. The brochure ISRAEL 1961 will also be available, free of charge.

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In addition to the above suggestions, we bring to your attention several projects under the sponsorship of the Department of Education and Culture which we consider to be especially meaningful within the Jewish community.

- A. Bar-Mitzvah Pilgrimage to Israel - A special Pilgrimage to Israel to take place this summer will enable boys and girls of Bar Mitzvah age, whose date of birth in 1948 coincided with the establishment of the State, to enjoy a varied program of camping, touring and educational activities. These boys and girls will have an opportunity to meet many of Israel's leaders at receptions especially arranged for them. These young people will be fully guided and supervised at all times.
- B. "Israel Among the Nations", a wall-newspaper for Jewish schools, will feature a special Bar-Mitzvah Independence Day issue for use by schools and youth groups, etc. It is planned (together with the Israel Consulate) to publish this issue in convenient booklet form.
- C. The Jerusalem Examination - The "Bar-Mitzvah" (13th Annual) Jerusalem Examination in Hebrew Language and Literature, is scheduled this year for April 16. This examination is administered in this country by the Department on behalf of the Hebrew University. Fellowships are awarded to successful candidates, who are given special consideration when applying for Hebrew teacher licenses and membership in Israel seminars conducted by the Department. It is recommended that in cooperation with Bureaus of Jewish Education, congregational Hebrew Schools and schools of adult Hebrew studies, participation in this project by teachers and advanced students be encouraged.

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For further information with regard to the above three projects, please communicate directly with the Department of Education and Culture of the American Zionist Council.

We also inform you that the Herzl Institute of the American Zionist Council is preparing a kit containing background material on Israel and program suggestions for the Thirteenth Anniversary Celebration. Also projected by the Institute is an Israel Cultural Festival Week, featuring various aspects of life in Israel, such as music, the dance, literature and films, to take place in New York during the Anniversary Week. This Festival Program can be adapted for local use in other communities. For more information, please write directly to the Herzl Institute at our address.

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From all of the above you will readily see that this Anniversary presents our community leaders with many challenges and opportunities. To repeat what we suggested in our previous memorandum, it is important that your local Zionist Council appoint an Israel Anniversary Committee which will be composed of people who will be able to deal effectively with the above-outlined many-faceted programs, both those designed to reach the general community and those geared especially for the Jewish community.

Please do not hesitate to be in touch with us should you need any assistance in connection with any phase of the forthcoming Anniversary.

Kindest regards.

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Encs.

DRAFT PROCLAMATION FOR ISRAEL INDEPENDENCE WEEK 1961

WHEREAS the State of Israel will on April 21, 1961 commemorate the 13th Anniversary of its restored independence and at the same time symbolically celebrate Judaism's traditional Bar Mitzvah Day, signifying accession to the responsibilities of manhood; and

WHEREAS the young nation already constitutes a factor of maturity and stability in the world by its steadfast adherence to and defense of democratic ideals and its contribution to the security of the free world; and

WHEREAS Israel continues to make rapid strides forward to complete economic adulthood, developing its natural resources to the full and making use of its growing reservoir of skilled manpower; and

WHEREAS Israel freely and gladly shares the benefit of experiment and experience with an increasing number of African and Asian nations, either by sending technical missions to aid their progress or by receiving groups of teachers and students who learn by example on Israel's own soil; and

WHEREAS Israel has managed in spite of its own struggle for survival to offer haven and hope for the distressed of many lands and to provide a beacon of enlightenment and spiritual dignity for all mankind:

NOW, THEREFORE, I

(Governor of the State of
(Mayor of the City of

do hereby proclaim the week beginning April 20, 1961, as ISRAEL INDEPENDENCE WEEK and bid all our fellow-citizens join in its historic celebration.

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DRAFT PROCLAMATION FOR ISRAEL INDEPENDENCE DAY 1961

WHEREAS Israel will on April 21, 1961 observe the 13th (Bar Mitzvah) Anniversary of its reconstituted Statehood, thereby attaining its majority according to the tenets of the Jewish tradition, and

WHEREAS the State of Israel, after years of herculean effort and steady development, can now enter with pride upon this new period in its history, and

WHEREAS Israel has succeeded in carving out of the desert a flourishing cultural center, true social democracy and forward-going economy, and

WHEREAS Israel has succeeded in bringing to the Jewish people, a large part of which emerged from World War II homeless, bereft and despairing, hope for a new life and the opportunity for a brighter future, and

WHEREAS Israel has been a source of inspiration and a boon to many of the emerging nations of Africa and Asia with whom it has freely shared the benefits of its experience, its knowledge and newly acquired skills, and

WHEREAS the free world today stands to gain from the existence of such a progressive, dynamic nation striving toward truly democratic goals:

NOW, THEREFORE, I

(Governor of the State of
(Mayor of the City of

do hereby proclaim April 21, 1961, as ISRAEL INDEPENDENCE DAY and bid all our fellow-citizens join in its historic celebration.

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