



# Daily News Bulletin

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86th Year

## TOP NEWS IN BRIEF

### Arson at L.A. synagogue

U.S. law enforcement agents are investigating an arson attack on one of the leading Conservative synagogues in Southern California.

A device hurled through a sanctuary window at Congregation Valley Beth Shalom in Encino set fire to a carpet Wednesday morning. The smoke triggered the automatic sprinklers, causing substantial water damage.

Police and fire officials were particularly concerned because the attack was the third set at area houses of worship within two days, and the fourth in the last two weeks.

On Monday evening, fire damaged the walls of the Iranian Synagogue, a storefront congregation near Valley Beth Shalom.

### School funders linked to Al-Qaida

Funders of the University of California at Berkeley's Center for Middle Eastern Studies have links to Al-Qaida, according to a campus Jewish newspaper.

Prince Sultan bin Abdulaziz al Saud, who funds the center's Sultan Endowment for Arab studies, is a primary defendant in the \$100 trillion lawsuit filed in U.S. District Court by families of victims of the Sept. 11 terror attacks, the Berkeley Jewish Journal wrote Tuesday in a special investigative report. [Page 3]

### Israel celebrates independence

Heavy security was in place as Israelis celebrated the country's 55th Independence Day. A full closure was imposed Wednesday on the West Bank and Gaza Strip amid warnings of terrorist attacks.

Traditional events being held Wednesday included receptions at the president's residence in Jerusalem for outstanding soldiers and the diplomatic corps, the international Bible quiz and the Israel Prize awards ceremony.

### Palestinian infant killed

Israeli troops killed a Palestinian infant during fighting Wednesday in the Gaza Strip.

The shooting took place after Palestinian gunmen opened fire on soldiers guarding a post near the settlement of Neveh Dekalim.

The death of the 1-year-old is "a very unfortunate incident," a spokeswoman for the Israel Defense Force said in a statement.

## BEHIND THE HEADLINES

### Thou shalt not use small print: 'Commandments' given to activists

By Joe Berkofsky

NEW YORK (JTA) — Many Jewish organizations are failing to enlist young Jews to advocate for Israel because their marketing approaches are outdated, a new report warns.

The report by pollster Frank Luntz, Israel in the Age of Eminem, warns that Jewish groups face a "communications crisis" because their efforts do not appeal to the 80 percent of young people whose Jewish identity and Zionist attachment remains marginal at best.

Many ad and marketing campaigns aimed at stirring pro-Israel support among young Jews are "ineffective at best and occasionally even alienating," Luntz said.

But the report, subtitled "a creative brief for Israel messaging," outlines a "Ten Commandments" of marketing that Luntz says Jewish organizations should adopt if they hope to win over young Jews and stir pro-Israel activism.

Gary Wexler, founder of Passion Marketing in Los Angeles, about 40 percent of whose clients are Jewish nonprofits, calls the report's findings "Marketing 101" for Jewish professionals.

"It's no secret that the Jewish community talks to itself," he said.

Funded by a \$50,000 grant from the Andrea and Charles Bronfman Philanthropies, the report arose from focus groups Luntz led last year in which he tested the impact of print ads about Israel on young Jews.

Jeffrey Solomon, president of the Andrea and Charles Bronfman Philanthropies, said even the report's reference to rap singer Eminem often reveals a stunning ignorance of pop culture among Jewish leaders.

"Too many American Jewish decision-makers, when they hear the name of this report, think we're talking about a candy," Solomon said.

Released last week, the report follows a major marketing campaign by Luntz, a GOP strategist, along with Democratic strategist Jennifer Laszlo-Mizrahi, aimed at showing how America and Israel share many bedrock values.

That earlier effort was geared toward senior-level Jewish policy-makers and general public opinion-movers. The Eminem report attempted to use a similar marketing approach to reshape efforts aimed at young Jews, Solomon said.

"What we are trying to do is change organizational behaviors," he added. "Organizations need to listen to young people first."

What the report hears young Jews saying sounds familiar.

The report concludes that most young American Jews are religiously ignorant, and identify as Americans first and cultural Jews second. That echoes earlier studies, such as a survey of incoming Jewish college freshmen by UCLA and Hillel that was released last year.

That study gave annual surveys to 235,000 Jewish first-year students between 1971 and 1999. Only 44 percent of them said it is important to keep up with current political events, down from some 60 percent when the survey began.

Most young Jews, meanwhile, feel less spiritual and attend fewer services than their non-Jewish peers, the UCLA-Hillel survey found.

Yet this latest report says Jewish groups are marketing Israel based on their own Zionist sensibilities shaped by the 1967 Six-Day War, which does not speak to a generation of young people whose views of Israel have been marked by the Palestinian

## MIDEAST FOCUS

### Palestinian gets broader control

A Palestinian Cabinet minister received broader control over security.

Mohammed Dahlan will have the power to restructure the Palestinian Authority's Interior Ministry, according to Reuters.

But Palestinian Authority President Yasser Arafat's maintenance of control over most Palestinian security forces still may prove a major obstacle to implementing the "road map" for Israeli-Palestinian peace.

### Hamas man killed in Nablus blast

A senior Hamas member was killed Wednesday in an explosion in the West Bank. Amin Fadel, 28, had been on Israel's wanted list for suspected involvement in terrorist attacks.

Palestinian sources described Wednesday's incident in Nablus as a "work accident," meaning that Fadel was building a bomb that exploded prematurely, according to Israel Radio.

### Israel documents found in Iraq

U.S. soldiers found documents and maps relating to Israel during a search for an ancient Jewish text in Iraq, The New York Times reported.

The soldiers, members of a mobile team that has been searching for banned weapons in Iraq, found maps Tuesday that indicated where Iraq thought Scud missiles had landed during the 1991 Gulf War.

In the former secret police headquarters in Baghdad, the team also found lists of terrorist attacks in Israel and mock-ups of the Knesset and downtown Jerusalem, as well as satellite photographs of Israel's nuclear complex in Dimona.

The team, on a special assignment, failed to locate a seventh-century copy of the Talmud that a former member of Saddam Hussein's secret police had said was located in the building.

intifada and the assassination of Israeli Prime Minister Yitzhak Rabin.

Young Jews today know little about Israel and don't feel connected to the Jewish state, Luntz said. Furthermore, they "resist anything they see as 'group think,' and reserve the right to question" Israeli policies.

To measure the impact of pro-Israel ads, Luntz convened focus groups of Jews aged 18-29. He showed them print ads, posters, flyers and other literature culled from 120 different Jewish groups and campaigns.

Luntz crafted his "Ten Commandments" from those sessions, urging such marketing tactics as:

- Don't clutter ads with many words, because younger people "read virtually nothing;"
- Many younger people have a "been there, done that" attitude and are inundated with advertising. They require a message that "challenges the conventional wisdom" with irony, creativity and relevance;
- A Web address will increase the likelihood that young Jews will seek more information about an ad.

Young Jews also would respond to pro-Israel messages "beyond advertising" if they were embedded in pop-culture media such as dance clubs, comedy tours, monologue-style theater performances such as "The Vagina Monologues," Web sites, Weblogs and comic books, Luntz said.

One group whose ads received mixed reviews was the American Jewish Committee.

A year ago, the AJCommittee launched an offshoot called Students for Peace in the Middle East, whose own ads drew a thumbs-up from the Luntz report.

The student group launched a Web site called TakeActionNow.org that offers student tips on pro-Israel advocacy, Kenneth Bandler, a spokesperson for the AJCommittee, said.

"We're all trying to come up with ideas to reach out and engage younger members of our community," he said.

One group whose efforts brought a thumbs-down was the American-Israel Public Affairs Committee, which trained students at the University of California at Berkeley in political advocacy as part of its national political leadership development program.

An ad by a group at the school trained by AIPAC trumpeted an anti-terrorism petition with hundreds of names in small print. The focus group deemed that kind of approach ineffective.

But AIPAC defended the ad's results.

"To date AIPAC activists have gathered over 55,000 student signatures, and we believe that success speaks for itself," spokeswoman Rebecca Dinar said.

"Our decades of experience on the campus has taught us that ads don't engage people, people engage people," she added.

"Even the most gripping advertisements will never engage young people as effectively as grassroots, retail organizing."

Still, officials at Hillel: The Foundation for Jewish Campus Life, which deals with a younger Jewish demographic, urged Jewish groups to carefully consider the Luntz recommendations.

Jewish groups "should be aware of the atmosphere on campus," Hillel spokesman Jeff Rubin said. "They shouldn't try to parachute in messages that may work off campus."

Yet Wexler of Passion Marketing cautioned that Jewish groups should not simply make their Israel marketing more "hip" in order to reach young Jews.

"Indeed, there is a huge nerd factor in Jewish involvement. Hillel knows this and they fight it all the time," he said. "On the other hand, hip is here today, gone tomorrow."

Wexler also maintains that advertising remains "the most insignificant part" of winning results in nonprofit marketing.

"The most substantial part of the mix is about education and community organization, about collaboration between organizations," he said.

However, Wexler — whose clients include the Bronfman Philanthropies — hailed the report as a "first step" in a necessary debate about pro-Israel marketing.

"We cannot be afraid to agree or disagree with the report," he said. "This is part of a healthy debate that needs to take place." □



## Daily News Bulletin

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## JEWISH WORLD

### NPR protest rescheduled

A nationwide protest against National Public Radio's Israel coverage has been rescheduled.

A Boston group called Friends of Israel has set May 14 as "NPR: Tell the Truth" day, when demonstrations against NPR's "biased coverage of the Middle East" are slated for 33 cities nationwide.

The group is also asking businesses and foundations that underwrite local NPR affiliates to cease contributions until NPR's tone improves.

The protests, originally set for March 27, were rescheduled due to the war in Iraq and concern that media attention was focused elsewhere.

### Bill gets Israel language

Democrats in the House of Representatives added language to a State Department authorization bill that advises the president not to recognize a Palestinian state until it meets goals the president defined last year.

The language, inserted by Rep. Gary Ackerman (D-N.Y.) and unanimously adopted by the House International Relations Committee on Wednesday, would allow for economic and development assistance to the Palestinian state, but only after the Palestinians have new leaders "not compromised by terror" and their state has made peace with Israel.

Similar language passed Congress last year.

### Spain floats U.N. terror list

Spain's prime minister, Jose Aznar, proposed that the United Nations draw up a list of international terrorist suspects.

Spain is the new chair of a U.N. Security Council committee monitoring whether the U.N. member states are opposing terror.

Aznar, whose government has faced violence from separatist Basque groups, said Tuesday that the U.N. counterterrorism committee should adopt a zero tolerance policy on terrorism and cut off terrorist financing.

However, the United Nations in the past has been unable to agree on a definition of terrorism.

### Jews fight faith-based program

A Jewish group joined some U.S. lawmakers to express opposition to a bill that the group says allows "blanket authorization for religious discrimination in hiring."

The Religious Action Center of Reform Judaism opposes the Workforce Reinvestment and Adult Education Act because it would allow government money to go to "faith-based" job training programs that are exempt from nondiscrimination law.

These programs require employees to adhere to specific religious tenets.

## Report in campus Jewish paper links Berkeley donors to Al-Qaida

By Rachel Pomerance

NEW YORK (JTA)—Funders of the University of California at Berkeley's Center for Middle Eastern Studies have links to Al-Qaida, according to a campus Jewish newspaper.

Prince Sultan bin Abdulaziz al Saud, who funds the center's Sultan Endowment for Arab studies, is a primary defendant in the \$100 trillion lawsuit filed in U.S. District Court by families of victims of the Sept. 11 terror attacks, the Berkeley Jewish Journal wrote Tuesday in a special investigative report.

The lawsuit charges Sultan bin Abdulaziz, the Saudi defense minister, with financing Al-Qaida terrorists, according to Matt Levitt, a senior fellow on terrorism studies at the Washington Institute for Near East Policy.

The paper also implicates Xenel Industries, a chief donor to the center's Al-Falah Program, which supports understanding of Islamic culture. Xenel's CEO, Abdullah Alireza, has links to the Swiss bank Dar al-Maal al-Islami, which has financed Al-Qaida through the bank's subsidiaries, the campus paper writes.

The ties are corroborated in a report by the Orlando Sentinel in its coverage of a business deal between Osceola County, Fla., and Xenel.

One of the bank's subsidiaries is among the co-founders of a third bank called Al Shamal Islamic Bank, the Sentinel reported. That bank includes Osama bin Laden as another co-founder and was used to finance Al-Qaida operations, the Sentinel reported, citing U.S. State Department records. The revelation ultimately prompted Osceola County commissioners to withdraw a \$100 million contract awarded to Xenel to build a new convention center, the Sentinel reported last December.

The Berkeley Center rejected the Jewish Journal's charges.

"The article in question is fundamentally erroneous and misleading on a number of levels. It is clearly polemical, giving voice only to the most extreme form of right-wing Zionism," Emily Gottlieb, the center's vice chair, wrote JTA in response to the article.

"The primary funding for the Center for Middle Eastern Studies comes from the United States Department of Education," she wrote.

Endowments from Sultan bin Abdulaziz and the Al-Falah Foundation are "run by faculty committees with absolutely no obligation to, or oversight from, the donors in question," Gottlieb continued.

For some Jewish experts on campus affairs, however, the article underscores the potential influence of Saudi money on universities' Middle Eastern studies departments.

Berkeley is a prime example of that influence, according to Martin Kramer, author of "Ivory Towers on Sand: The Failure of Middle Eastern Studies in America," which posits that a pervasive pro-Arab, anti-American and anti-Israel bias has tainted research in recent decades.

Kramer said Berkeley and Harvard are flooded with Saudi money, which inhibits their professors' research on the country and simultaneously corrupts the integrity of other universities' Middle East studies departments, which also want such funding.

"The Saudi issue is a subset of the bigger issue," Kramer said, referring to what he calls the pro-Arab leanings of Middle Eastern studies departments at many U.S. universities. In the field, "certain ideas are out of favor, and being pro-Israel is one of them," Kramer said, insinuating that a pro-Israel bias could hurt one's chances of advancing in many departments.

Meanwhile, news of the article was just beginning to spread on the Berkeley campus Tuesday afternoon.

Managing editor David Abraham, 19, said the Jewish Journal had not discussed the topic with university officials or with Jewish groups on campus before the issue hit newsstands.

An introduction to the article posed some tough questions for the paper's readers. "Should the No. 1 public university in the U.S. have a higher standard of ethics than the Business Bureau of Orlando?" wrote Robert Enayati, the paper's editor.

"Should it accept money from those who, as you will learn, are trying to uproot Jews and Zionists from the campuses of America?" □

*As Israel celebrates its 55th anniversary, JTA has asked 4 prominent Israelis from across the political spectrum to discuss the challenges facing the Jewish state. This is the first in the series.*

## CHALLENGES AT 55

### The time has come to set borders with the Arabs and with ourselves

By A. B. Yehoshua

HAIFA (JTA) — The 55th anniversary of the independence of the State of Israel is not a round-number date, bearing the symbolic significance that makes it inviting to compose special summaries and forecasts.

Nonetheless, it can be of real significance if Israel, in its current governmental and social composition, should decide to bestow significance and meaning upon it.

A number of dramatic developments in the past year, internationally and domestically, provide the state with the strength and capability to adopt a different, better way in the coming year, to rescue itself from the deep crisis in which it has been shuffling its feet for the past two years.

If I were to formulate the essence of my remarks in one sentence, I would say the following: Finally, the hour has arrived for the State of Israel to position and clarify its borders. First and foremost, the territorial boundary between Israel and the Palestinians; and the time has also come to define the boundaries of Israeli nationalism.

These new borders would beget a more appropriate and genuine settlement between the Jewish religion and Israeli nationalism. From that point it should be possible, in the foreseeable future, to legislate a written constitution for Israel that would better put together the fabric of social and economic relations.

These dramatic and necessary steps are not a utopian vision. There is presently a clear majority, politically and ideologically, that would allow for the demarcation of these boundaries. And if Israel, in its 55th year, initiates this process, this negligible, non-round-number year is likely to be remembered as a key year.

Since the Six-Day War, the State of Israel has excelled in its flexible and efficient political ability to continue the status of non-determination of essential issues. High and piercing talk referred the public to the future, but in the present, everyone comforts one another by dragging on with this indeterminate status.

There has been a very sophisticated ability to sustain some kind of temporary social and governmental *modus vivendi* for conflicting trends running through Israeli reality. And this, all for some kind of domestic harmony real or imaginary, which swept the most important questions under the carpet.

The fear of a civil war, in which Jewish independence came to an end 2,000 years ago, deterred many from entering into the heart of the problem of peace and the territories. The famous statement by Moshe Dayan after the Six-Day War, "I am waiting for a telephone call from the Arabs," became a cornerstone of Israeli policy, leaving to Arab initiative to determine the arrival of the most important and critical hour for the state — the hour for determining the final borders.

But in the last few years, some of the repressed questions burst through the surface in a dangerous and frightening way, and they endanger not only security, but the sociopolitical fabric of the society that has been sustained here through years of hard work.

Therefore, the hour has come to simply make the determination.

Today, in Israel there are clear political forces capable of implementing the determinations without fear from anyone. There is a right-wing government, headed by a multi-powerful prime minister who had been considered part of the extreme right and today clearly admits that he recognizes the fact that Israel cannot rule over another people forever — and that in the end, a Palestinian state will be established. A prime minister like this has a clear majority for new policy.

Accordingly, the first deed that has to be done this year is to define a clear political boundary between us and the Palestinians — whether by mutual agreement, which still seems virtually impossible, or by unilateral Israeli withdrawal. Perhaps this first boundary, with official passages existing at each border control point, will not be congruent at all points with the final border. However, they will mark the beginning of the clear separation between two national entities — the intermingling of which has become intolerable, and the major reason for the ease with which terror can run rampant in Israel.

Zionism means borders. This fundamentally changes the classic Jewish situation of perpetually living without borders, and constantly crossing borders.

Following two and a half years of a bloody, murderous intifada, both sides implore for separation, exhausted by empty words about possible coexistence, integrating the blood cycles of the two nations for yet more bloodletting — one to the other.

The occupation of Iraq by the coalition forces, and the realistic possibility for replacing the heinous regime of Saddam Hussein with a democratic regime that will not be inclined toward war against Israel, removed a major threat. This will allow Israel to be relaxed and secure in a unilateral withdrawal from the West Bank.

The physical, territorial border will also better facilitate the cohesion of a national Israeli identity, and the creation of a more appropriate and healthy relationship between the Jewish majority and the other minorities.

The fact that a distinctly moderate, secular party, Shinui — with separation of religion and state engraved on its banner — won so many votes in the last elections not only allowed it to be a distinguished partner in the current government, but also to stipulate its participation in the government on the condition that the ultra-Orthodox parties not be included.

This opens a new and fascinating possibility for Israel to work out a more ethical balance of relations that traverses the span of religious and secular members of the society. No more parasitism of entire religious sectors on the back of the secular public, but rather relations of equality that will demarcate clearer boundaries between religion and politics, between legitimate cultural activity that relies on the traditions of the Jewish people and perpetual economic parasitism.

These dramatic reforms are not a dream, but a reality.

For the first time, there is a clear political majority in the Knesset that can not only bring about the realization of these changes, but also well understands that if these new borders are not put in place, the deteriorating security will continue to accelerate economic decline — and the poverty, unemployment and terrorism will result in the disintegration of the new Israeli nationalism, created from the hard work of the founding fathers. □

*A.B. Yehoshua is one of Israel's best-known authors and playwrights. This article was translated by Harriet Gimpel, a translator who works with Israeli nonprofit groups.*