

# MARK BRUZONSKY reports from Washington

JIMMY Carter is the first President who is receiving a weekly summary of the Jewish Press.

This began in summer when Carter started regular contacts with the organised American Jewish community to discuss his Mid-east policies.

The English-language Jewish Press in the U.S. includes 140 newspapers and magazines and a radio station (WEVD) in New York. The combined circulation of the American Jewish Press is estimated to be some 3.75 million, while the Jewish population in the U.S. is approximately six million.

Those publications with the highest circulation include *Hadassah Magazine* (360,000), the *New York Jewish Press* (210,000) and the B'nai B'rith's magazine, *The National Jewish Monthly* (200,000).

The monthly *Commentary*, published by the American Jewish Committee, has a circulation of only 60,000 but is one of the best-known and most influential journals within academic, literary and government circles.

There are at least 26 national publications. The rest are published locally in 30 states including the national capital, Washington, D.C. New York state has the greatest number of publications (31) with 23 in New York City alone. The metropolitan New York area (12 countries) has a Jewish population of 3,100,000 comprising 1,100,000 families.

## Economic status

According to a market survey earlier this year, *The Jewish Week* reaches 328,000 people in 105,000 households. It is one of New York's largest Jewish publications with a circulation of 110,000 copies. A profile of the subscribers indicates that 98 per cent of them contribute to the United Jewish Appeal.

The average annual contribution per subscriber family to all causes is \$2,099. Subscribers are 71 per cent male and 29 per cent female of which nearly 90 per cent are married. Of all subscribers, 70 per cent are college graduates with 76 per cent engaged in business, industry or a profession.

Family income is well above the national average with

# Power Of the Jewish Press

84 per cent of subscriber households with an income of \$20,000 or more; 37 per cent having an income of \$50,000 or more. More than 84 per cent of the subscribers of *The Jewish Week* own their own home or apartment with the average value of a home being \$81,712.

The high socio-economic status and educational levels of the readers of *The Jewish Week* is not unlike that of other Jewish publications around the country. The Jewish Press has become increasingly attractive to national advertisers because of the effectiveness of a technique called segmented marketing.

This marketing approach stresses a key group which may be ethnic, geographic or economic. The Jewish market appeals to many advertising giants because Jews are well educated, have strong brand loyalty and are exceptionally health conscious.

The great majority of Jewish publications are not religious though they may carry news of religious activities. The Jewish Press is highly politicised. Many Jewish organisations hold special news conferences reserved for the Jewish Press. For instance, Rabbi Alexander Schneider, chairman of the Conference of Presidents of Major Jewish Organisations gave a Press conference for the Jewish Press when he returned from Israel after his first consultation with the then new Prime Minister, Menachem Begin, last May.

About the same time, the editors of most Jewish weeklies adopted a resolution congratulating Begin on his victory.

## Important medium

AIPAC (the American Israel Public Affairs Committee), the Washington-based Jewish-Israeli lobby, joined the efforts of the editors of the Jewish Press to create a positive image for Begin among American Jews. AIPAC, which has its own weekly newsletter titled *The Near East Report*, issued a two-page document claiming Begin's reputation as a terrorist was a myth.

The American Jewish Press is clearly an important medium for reaching American Jews and for mobilising political views and support. It reaches the American Jewish community with an intensity and unity of purpose unique among ethnic groups in the U.S.

During the past few years a few new publications with a distinctly dovish tinge on Mid-east political affairs have emerged. The organisation *Breira* (which in Hebrew means "alternative") sponsors the monthly *InterChange*, which has at times been quoted in *The Washington Post* and *The New York Times*.

A new feature magazine, *Moment*, has been publishing for about two years attempting to fill the cultural and political gaps which many young American Jews feel when they approach the established Jewish Press. *Moment* has run a symposium on the Palestinian problem, has editorially supported *Breira* and has criticised the working of the Jewish lobby in Washington. But the circulation of both of these new publications is limited to possibly 15,000 or 20,000.

For the great majority of the American Jewish community, the major organisations and their major publications continue to exert a nearly unchallenged influence.