

**Editorials**

# Shalom Y'all

Did you ever try to make a series of phone calls during the summer and wonder just where everyone has gone? There's a mass exodus to vacation spots and Myrtle Beach condominiums when it gets into the 90s. By the same token, Charlotte becomes a bee hive of activity with the influx of newcomers arriving daily. They are in hopes of getting settled by the end of August, either for school starting or for Rosh Hashonah which comes early this year.

We welcome all of you: those who have already established themselves here and those who are in the process of moving, such as the Royal Insurance contingent. We also are very excited about the arrival of Rabbi Marc Howard Wilson, the new spiritual leader of Temple Israel.

Rabbi Wilson, a native of Chicago, was Rabbi of Congregation Shearith Israel in Atlanta for the past 10 years. A graduate of Yeshiva University, New York, he received a B.A. in Sociology (cum laude) from De Paul University, Chicago, and his rabbinic ordination, as well as a Bachelor of Hebrew Literature, Hebrew Teachers and Principals License from Hebrew Theological College, Chicago. He was a graduate fellow at the Chicago Institute of Pastoral Care/McCormick Theological Seminary and more recently attended Georgia State University Law School, Atlanta.

While in Chicago and Atlanta, Rabbi Wilson was extremely active in community service both in urban and religious areas. We anticipate that he will play an integral part in Charlotte's community once he has had the chance to get settled.

He has been extremely busy meeting with the board and individuals at Temple Israel. There already have been some changes made in some of their policies, through his able direction.

Rabbi Weber received two distinguished awards in 1983: the Atlanta Journal and Constitution Community Service Award, "Public Servant of the Year," and the B'nai B'rith Distinguished Service Award. We are confident that he will distinguish himself in our community as well.

We wish him and all the other newcomers a hearty "Shalom Y'all!"

## Advertisers Beware!

For the past few years we have been aware that there is a solicitation that goes on prior to the major Jewish holidays from an organization from Atlanta which calls itself "The Jewish Times." Phone calls are made stating that at these particular times in the year there will be a special section in their newspaper for local Charlotte advertisers. These advertisers will receive a "tear sheet" and papers will be mailed to their Charlotte subscribers.

To date, with all possible investigations made, we have yet to find anyone in our Jewish community who subscribes to this newspaper nor who has ever received a copy of it. We also have been unable to locate them in the Atlanta directory and the only telephone number and/or address which we've been able to obtain is that associated with a "billing service."

Several of our advertisers have advised us that they are again receiving calls for advertising for a September holiday issue. They have also informed us the it is implied that they are the local Jewish newspaper. They are not! As far as we are aware, we are the only Jewish newspaper of this kind, not only in Charlotte, but in all of North Carolina. Most of our advertising is non-solicited, but for those who are called, currently only Blanche Yarus, advertising manager, and Rita Mond, editor, are approved for this.

Please tell your friends, associates and the establishments you do business with, that there is only one CHARLOTTE JEWISH NEWS and to put their advertising dollars where they count. Do not do business with just anyone who calls; you will be wasting your valuable advertising dollars.

## From the Desk of Marty Schneer —JCC Executive Director

Over the past several months we have focused much of our energy on developing programs, policies and procedures for the new Center. These issues, in many respects, are fairly basic and will emerge as people begin to use the facilities. The larger question facing us is what kind of feeling or impression will people come away with when they participate at the Center. Surely we want members to feel that we are organized; that we deliver the services we promise, and that our instructors and staff are professional and highly qualified. These attributes are common to any well-run recreational facility. How then will we set ourselves apart and what will it take to retain our members over the long-run?

I don't pretend to have all the answers but I do believe that there are time tested standards and criteria for us to follow. Perhaps our most important goal is for members to feel that the "J" cares about them. This may sound trite but I feel the Center must develop a positive reputation of concern for individual differences and needs. We will take a giant step towards securing the future viability of the JCC if we are perceived as seeking to promote the overall health and well-being of entire families. For example, if we find that one of our adult members is having difficulty motivating an elderly parent to leave their home and if the Center staff is able to make contact and involve that person in senior adult program-



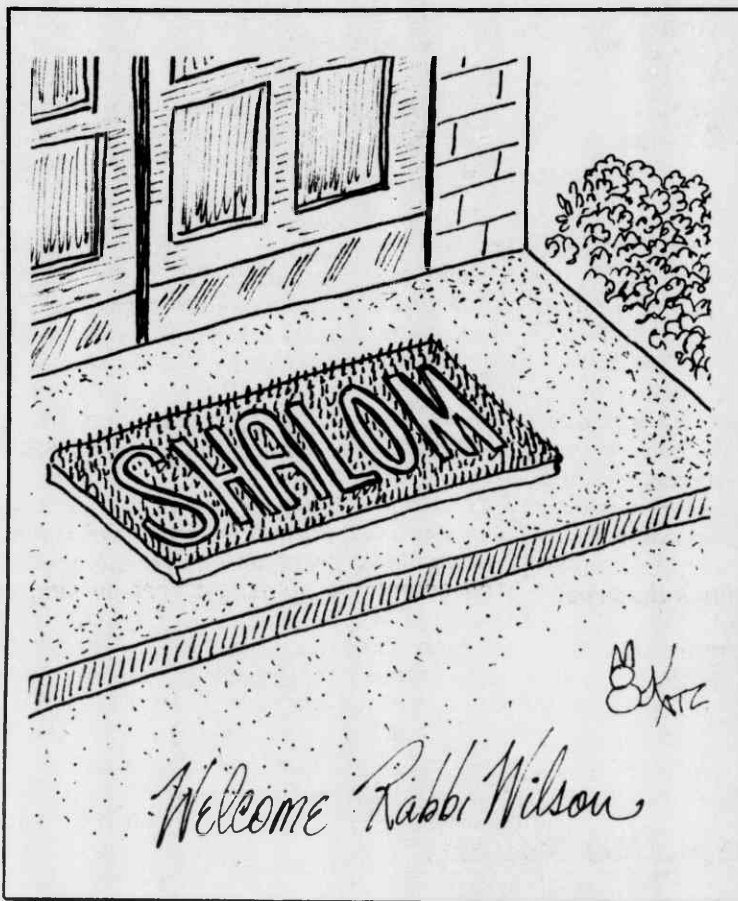
ing, then we have become much more than another new recreational facility. In more clearly defined operational terms, the addition of a JCC Membership Director whose job it is to maintain ongoing contact with the membership, and to anticipate trends and gaps in service, will go a long way towards achieving this sense of "belonging" and commitment to the institution. The Membership Director would be called upon to work directly with the entire staff to communicate the expressed needs and interests of the membership.

When all is said and done it will not be our facilities that retain membership because there is always the potential for more sophisticated and modern facilities moving into the neighborhood. We must emphasize and promote our distinctly Jewish character making it very clear to all those who enter the facility that we are a Jewish Center. In a town where Jews make up approximately 1% of the city's population, our mission perhaps should be to create an extended family environment at the Center, where everyone feels a part of something worth more than the price of membership. We tend to lose sight of the fact that a Jewish Community Center is not simply a business, but that it is a place where the higher ideals of our faith can be reflected in our actions.

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A hearty Mazel Tov is extended to Irene Komor who is expecting her first child this winter and will be leaving the Center staff after the camp season. I would like to thank Irene for all her hard work and devotion to children's programming. I know we all wish her the very best and look forward to her continued involvement at the JCC.

I would also like to welcome Jackie Fishman who joined our staff during July in the new Program Coordinator position. Jackie's initial focus will be in the areas of adult, senior adult and cultural programming.



### Perlmutter Urges FCC to Reconsider Granting Free Speech Protection To Kansas Station Airing Racist Threats (JTA)

Nathan Perlmutter, director of the Anti-Defamation League of B'nai B'rith, has called on the Federal Communications Commission to reconsider its decision which granted free speech protection to a Kansas radio station that called on listeners to collect data such as addresses, phone numbers and car license plate numbers to pinpoint Jews, including leaders, and to set up roadblocks to ambush them.

"The FCC loftily asserted that broadcast speech is protected under the First Amendment, no matter how offensive," Perlmutter declared during the ADL's national commission meeting recently. "Fair enough, but is it offensive or is it a calculated warning of intention to murder to broadcast, 'We're gonna cleanse our land. We're gonna do it with the sword. And we're gonna do it with violence'."

The FCC last April rejected petitions to deny the license renewal application of radio station KTTL-FM in Dodge City based upon program con-

tent. The FCC, in its decision — the text of which has not yet been released — cited the First Amendment and section 326 of the Communications Act which "prohibit it from censoring broadcast material."

Instead, the FCC said it was confining its review of the case to the "basic qualifications of the licensee," including the issue of tax liability judgements brought against the station. KTTL broadcast a series of racist and anti-Semitic programs in 1983.

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