

versities in matters relating to the general development of the public relations field. This is especially important in light of the conditions disclosed by Mrs. Koestler in the 1960 Social Work Yearbook. She notes that there is an "absence of widespread facilities for professional training," and points out the following:

- (a) The New York School of Social Work is the only one to offer a group of courses and field work in public relations.
- (b) Social work schools at Boston College, U. of Tennessee, New York University, and University of Pennsylvania offer elective public relations courses.
- (c) Training in public relations, as a generic field, applicable to a "variety of settings," continues to show some progress.
  - (1) Boston University has a School of Public Relations, and Bethany College and Nasson College have departments.
  - (2) Eleven colleges and universities provide for a public relations major.
  - (3) 78 colleges and universities offer one or more courses.

5. With the consciousness that public relations is a separate profession, whose techniques can be applied in many fields, should come efforts on the part of the AJPRS to relate to other professional organizations, within and without the field of social work. Primary to this de-

velopment is a continued, close relationship with the National Conference of Jewish Communal Service and possible affiliation with that group. Other groups with whom close relationships should be maintained include the health and welfare field, the National Publicity Council, and public relations organizations in the industrial field.

6. Organized attempts should be made to establish interpretive relationships with administrators of Jewish organizations. Mutual understanding of role, function, and status is indispensable for the maximum mutual benefit of agencies and public relations practitioners.

7. Continue to offer the facilities of the AJPRS as a forum for exchange of experience and ideas, and to keep abreast of developments in the field.

8. Develop to a greater extent the literature of the field, both as to theory and technique.

There are many other points of development which others could suggest, and which have equal validity with these, but if we have gained some perspective of our past and can use this milestone day as the springboard for discussion and action leading to greater growth for our field and for us as professionals, I say, "*dayenu.*"

## MINUTES OF ANNUAL BUSINESS MEETING

HELD AT AMBASSADOR HOTEL MAY 22, 1960

### President's Report

DR. JUDAH J. SHAPIRO, Acting President, opened the meeting by reviewing some of the newer developments within the Conference. There was, he indicated, a vitality among the various fields that had resulted in proposals for the Conference to consider the affiliation of new and emerging groups. The new Association of Jewish Homes for the Aged, for example, had proposed formal affiliation with the Conference. This was being examined, Dr. Shapiro stated, but no formal action was required at this date.

Secondly, the American Jewish Public Relations Society was holding its meeting during the time and place of our own annual meeting. This is not a formally-affiliated group, but there are indications that a closer tie might be proposed at a later date.

An informal request had also come to the Conference from the Los Angeles Association of Jewish Communal professionals. The enlargement of Jewish communal services on the West Coast was continuing, Dr. Shapiro said, and demanded more formal Conference recognition.

Finally, he noted that more programming requests were developing from professionals in the smaller Jewish communities. In this area as well, more attention would be required.

Another major development, Dr. Shapiro went on, was the stimulation of local Conference activities, whereby the major papers at the Conference, and the summary of the buzz session groups, would be used within local communities as the basis for cross-discipline discussion. With a minimum of mechanics, he felt, this could be achieved easily, with minor modifications adapted to the structure of the local Jewish community. It was a very fruitful way of bringing the Conference thinking to the entire country for the professionals who were unable to attend the annual meeting.

Dr. Shapiro concluded his remarks by noting that a determined effort would also be made during the year, to interpret to the laity the importance of the Conference to the professional field. This understanding was important, he indicated, to encourage the widest form of Conference attendance and participation.

### Resolutions

David Weiss, Chairman of the Resolutions Committee, presented the following resolution:

*Whereas* the Annual Meeting of the National Conference of Jewish Communal Service held in Atlantic City, New Jersey, May 20-24, 1960, is another salient in the progressive, dynamic contributions of our Conference, now completing 62 years of continuous service to the American Jewish Com-

## MINUTES OF ANNUAL BUSINESS MEETING

munity, and through it, to fellow Jews over the world; and

Whereas, this Conference is the framework and forum for professional interchange, interaction and inspiration for creative service to the Jewish Community within each functional field and between all functional fields dedicated to the enhancement and fulfillment of Jewish communal life in its rich and varied pattern of expression; and

Whereas, this Conference has again strengthened and renewed the bonds of professional and personal fellowship, deepened the capacities and reaffirmed the commitment to common goals in our daily work, thus enabling us to re-dedicate ourselves to the noble purposes of serving the welfare of Jewry;

Therefore, be it resolved that we express our admiration and appreciation to the Program Committee, under the energetic and devoted chairmanship of Jacob T. Zuckerman, for their keen proposals of major subjects requiring our study and understanding; the affairs of the Conference under the diligent leadership of Herbert H. Aptekar and Acting President Judah J. Shapiro, for their year-round leadership and guidance, the fruits of which we have enjoyed at this Conference.

Our plaudits are extended to the many committees and sub-committees and the members thereof whose energies and skills contributed to the content of our deliberations; to our Executive Secretary, Preston David, and his indefatigable aide, Mrs. Marian Sands, we are truly grateful because their tireless and effective performance of the thousand tasks and duties has resulted in making this the successful Conference that it is;

Be it Further Resolved, that we thus extend our collective thanks to the Federation of Jewish Charities of Atlantic City and its Executive Director, Irving Spivack, for the cordial hospitality, cooperation and reception afforded the Conference and all its members.

The resolution was approved as presented.

### Tellers Report

Abraham Kostick, Chairman of the Tellers Committee, reported the following election returns:

A total of 206 ballots were cast, the returns showing that the following persons had been elected:

#### OFFICERS

President: Judah J. Shapiro, New York, N. Y.  
1st Vice President: Donald B. Hurwitz, Philadelphia, Pa.  
2nd Vice President: Philip Soskis, New York, N. Y.  
Treasurer: William Posner, New York, N. Y.  
Secretary: Morris Grumer, Los Angeles, Cal.

#### EXECUTIVE COMMITTEE

(three year term)  
Harry I. Barron, New Orleans, La.  
Simon Krakow, Boston, Mass.  
Irving Greenberg, Newark, N. J.  
Doris Siegel, New York, N. Y.  
(one year term)  
Frances Beatman, New York, N. Y.

Respectfully submitted,  
PRESTON DAVID  
*Executive Secretary*

## HELP WANTED

**SOCIAL GROUP WORKERS.** The B'nai B'rith Youth Organization has opportunities from time to time for Regional and Assistant Regional Directors. Master's degree and two years of group work experience. Starting salaries \$5800 to \$6400, depending upon responsibilities. Lower salaries for those without all requirements. Write to: Alex E. Balzer, Director of Field Operations, B'nai B'rith Youth Organization, 1640 Rhode Island Avenue N.W., Washington 6, D. C.

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In working on the Conference History there is an urgent need for a number of back issues of the JEWISH SOCIAL SERVICE QUARTERLY.

Specifically, we are in need of the PROCEEDINGS ISSUES (SEPTEMBER) 1923 THROUGH 1938.

If you have any of these publications and can spare them—please forward them to the Conference Office, 31 Union Square West, New York City 3.

Many thanks for your cooperation.

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