

1989 American-Jewish Media Directory Is Published

REGO PARK, N.Y. — The first Jewish media directory covering both print and electronic media was published here recently, it was announced by Ray Kestenbaum of R.K. Associates, publishers and distributors of the book.

Called the 1989 AMERICAN-JEWISH MEDIA DIRECTORY, the 212 page reference work is a compilation of editorial and advertising data including names, addresses, telephone numbers, frequency, deadlines, distribution methods, circulation figures, ad sizes, rates and discounts.

Each entry also has a generous description of the publication, radio or TV show. The descriptions in most cases are, in effect, short reviews, informative and often entertaining.

"We've tried to capture the unique personality of every Jewish newspaper, magazine, journal and broadcast program," said Mr. Kestenbaum, who worked on researching and writing the book along with Jeffrey A. Haveson, the book's associate editor, and others.

The book is being marketed and distributed by R.K. Associates, Box 18, Rego Park, N.Y. 11374. Those interested should mail in a request for the brochure.

The book contains a total of 760 entries, more than twice the number of Jewish media recorded anywhere else. It is broken down into eight chapters covering news services, the metropolitan press, the U.S. press, national and special interest publications that carry advertising, organizational, scholarly, religious, denominational, educational, social service and lifestyle publications, the Canadian media, the Jewish student press and radio, broadcast TV and cable TV programs.

Electronic media entries cover station, day and time of airing, producer, host/hostess, sponsor, type of audience, rates, discounts, advertising and guest booking contacts plus a description of the program, its thrust and impact and whether it produces commercials for advertisers.

At the end there is a 21-page index listing all 760 media, a brief description of each and the page reference. The soft cover book sells for \$50. Robert A. Cohn, former president of the American Jewish Press Association has called it "an indispensable tool for anyone seeking up-to-date information on the totality of the Jewish media in the U.S. and Canada."

The book is particularly useful to advertising agencies and corporate advertisers, publicists, business owners and executives, marketing and sales professionals, Jewish organizational personnel, schools, libraries, journalists and freelance writers and Jewish media buffs and students.

The publication reflects the new trends and energies in Jewish media. Among them are an increase in Federation of Jewish Philanthropies weeklies, a sudden rise in the number of Orthodox magazines and radio programs, a burst of new Jewish radio and TV programs in general and the appearance of scholarly, captivating new journals put out by university and institute Jewish studies programs.

Las Vegas Israelite Future Thunderboat Champion



Tony Scartine Jr., discusses the sport of unlimited hydroplane racing with Circus Circus Enterprises, Inc. Executive Vice President Mel Larson at Circus Circus Hotel/Casino in Las Vegas, Nev. From New Castle, Del., Scartine was brought to the family-oriented mid-Strip resort by his grandparents as a 13th birthday present and a reward for outstanding school grades. Tony saw his first boat race at the age of 4 and has attended over 100 races since then, touring most of the United States with his grandfather, Anthony Scartine, a member of the executive board and a recently retired vice-president of the American Power Boat Association. "My idol is Chip Hanauer," said Tony, referring to the seven-time Gold Cup winner recently named as the driver of the resort's thunderboat, Miss Circus Circus. "Someday, I intend to beat even his record," promised Tony.

Three UNIFIL Soldiers Killed

TEL AVIV (JTA) — Three soldiers belonging to the Irish contingent of U.N. peacekeeping forces in Lebanon were killed recently, when the light truck in which they were traveling went over a mine.

The incident occurred near the village of Barashit, at the edge of the Israeli-controlled security zone in southern Lebanon.

Two of the Irishmen were killed outright, while the third died shortly afterward in a hospital at U.N. headquarters in Nakoura.

Promotion At The Dunes



LAS VEGAS — Karen Dorsey has been named director of entertainment at the Dunes Hotel, Casino and Country Club.

Previously assistant director of entertainment, Dorsey now handles all aspects of auditioning, hiring and supervising of lounge acts.

Dorsey, a popular entertainer herself in Las Vegas and Atlantic City, appeared for more than 18 years under the name of Karen Cavanagh, with such groups as One + One + Karen Cavanagh and Starflight.

Dorsey adds director of entertainment to her current title, director of V.I.P. services.

Dorsey says her goals include one day utilizing the Terrace Room for production shows, and reopening the Top of the Dunes with live music.

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