

## **Jewish Free Loan Association** ***IN THE NEWS...***

The following articles, features and publicity items contain citations of the Jewish Free Loan Association.

### PRINT MEDIA

- *Mosaic: The Magazine of the Jewish Federation of Greater Los Angeles* (December 2007)  
Three JFLA business loan recipients are profiled in the article “Who Said There’s No Such Thing as a Free Lunch: JFLA’s Interest-Free Loans.”
- *Los Angeles Business Journal* (November 12-18, 2007). On page 3’s “Up Front” section, reporter Sarah Filus profiles JFLA’s small business loan program, and gives a brief overview of JFLA history and community impact.
- *Jewish Journal of Greater Los Angeles* (September 16, 2004). Reporter Marc Ballon writes a feature story about the JFLA traveling exhibit. The story, titled “Exhibit Celebrates Century of Dignity,” discusses the 100 year history of interest-free lending and lists the synagogues that will host the exhibit during this anniversary year.
- *Los Angeles Times* (August 30, 2004). On the front page of the California Section, reporter Bob Pool profiles the agency’s 100 years of interest-free lending in a feature story titled “Lenders Rely on Faith in Humanity: The Jewish Free Loan Association hasn’t charged interest for 100 years but gets its money back.”
- *Jewish Journal of Greater Los Angeles* (September 19, 2003). In reporter Michael Aushenker’s weekly column of events, “The Circuit,” ran a brief story and photo entitled “The Loan Rangers.” The focus is the unveiling of JFLA’s Zerner Family Wall of Recognition, as part of our Endowment Fund Campaign for our 100<sup>th</sup> Anniversary next year. The photo is of the Zerner Family and Evelyn Schecter standing near the Wall of Recognition.
- *Jewish Journal of Greater Los Angeles* (July 4, 2003). In a Letter to the Editor, Culver City resident Sydni Bender writes in response to the below article about JFLA’s in vitro loan program. She applauds JFLA on serving members of the Jewish community.
- *Jewish Journal of Greater Los Angeles* (June 12, 2003). Journalist Marc Ballon writes a feature story entitled “Loans Give Hope to Infertile Couples.” The article discusses JFLA’s Lerner Family Adoption Loan Fund, specifically those loans granted to couples undergoing fertility treatments. Two loan recipients were interviewed, as was Evelyn Schecter, and the article includes a photo of triplets born with help received from JFLA.
- *The Chronicle of Philanthropy* (May 1, 2003). This weekly newspaper, serving the national nonprofit sector, ran an announcement of JFLA’s new Director of Major Gifts, Elliot Friedland, in the “People” section.
- *The Messenger* (January 31, 2003). This bi-monthly newspaper, serving the traditional communities of Los Angeles, ran a word-for-word news release regarding the opening of JFLA’s new Thousand Oaks office. The release also featured information about JFLA’s West Hills office.

- *The Forward* (December 16, 2002). A brief in the “News Desk” section discusses loans for Iranian émigrés. Evelyn Schechter is quoted regarding JFLA’s loan program for Iranian émigrés, funded by the JDC and the Iranian Jewish Federation. She explains that since the fund began in May 2001, 86 loans have been granted, totaling \$186,000.
- *Jewish Journal of Greater Los Angeles* (November 1, 2002). Reporter Marc Ballon writes an article entitled “Middle-Class Poor: A Growing Number of Poor Jews is Taxing the Capabilities of Charitable Services.” In it, Executive Director Mark Meltzer discusses the state of JFLA as we enter 2003, and a JFLA client shares his story about receiving a loan.
- *Jewish Journal of Greater Los Angeles* (June 21, 2002). In reporter Michael Aushenker’s weekly column of events, “The Circuit,” he summarizes JFLA’s Afternoon Tea & Silent Auction held on June 6<sup>th</sup> and featuring handbag designer Dianne Schweitzer. He also summarizes JFLA’s mission and provides our phone number for additional information.
- *Jewish Journal of Greater Los Angeles* (March 8, 2002). Reporter Michael Aushenker writes a piece entitled “JFS Picks Up Several JCC Services.” At the end of the article, he explains that in addition to Jewish Family Service, JFLA and JVS would also be offering services to laid off employees of the JCC’s and the Federation.
- *Los Angeles Times Magazine* (February 25, 2002). Executive Director Mark Meltzer submitted a Letter to the Editor in response to an article titled “Giving Up on America,” that ran on January 27, 2001. The article featured a young Latvian attorney who came to America to escape on-going anti-Semitism, but moved back to Latvia a few months later, apparently not wanting to undergo the hardships that many immigrants face in their first few years in a new country. Mark’s letter pointed out that there were several resources within the LA Jewish community of which this young man failed to take advantage.
- *Los Angeles Daily News* (December 10, 2001). Barbara De Witt announces the Short-term Home Healthcare Loan Fund in the blurb “Healing Help,” appearing in the L.A. Life Health Section on the “Pulse” page, L5.
- *Los Angeles Business Journal* (November 26-December 3, 2001). Announcement of David Silberg elected as the new president of JFLA on the “Newsmakers” page 21.
- *Jewish Journal of Greater Los Angeles* (November 23-29, 2001). “Those Who Will Suffer,” a story by reporter Mike Levy tells the story of one Jewish man who has benefited from many of the services that the agencies of the Jewish Federation offer. Executive Director Mark Meltzer is quoted about the downturn in the economy and its affects on JFLA. Page 8.
- *Jewish Journal of Greater Los Angeles* (November 23-29, 2001). Editor Rob Eshman titles his weekly column for this week “Needful Things,” and includes JFLA as one of the agencies on the front line of helping those in need in the community. Page 3.
- *Jewish Journal of Greater Los Angeles* (November 2-9, 2001). A small piece called “Free For All” appears in reporter Michael Aushenker’s “The Circuit,” announcing the grant that JFLA received from the S. Mark Taper Foundation for the Short-term Home Healthcare Loan Fund. Page 49.

- *Jewish Journal of Greater Los Angeles* (August 24-September 1, 2001). A small piece called “Delivered From Mt. Sinai” appears in reporter Michael Aushenker’s “The Circuit,” announcing that Arnold Saltzman received JFLA’s 2001 Professional Recognition Award. Page 45.
- *Jewish Journal of Greater Los Angeles* (February 16-23, 2001). JFLA is the cover story “Free Money.” Inside, the double-page story is titled “In Community We Trust: Jewish Free Loan Helps Makes Dreams Come True, Interest-free,” by Charlotte Hildebrand Harjo.
- *Conejo Valley Acorn* (January 18-25, 2001). The Health section features an article entitled “Interest-free Loans for Home Healthcare Services Are Available.”
- *Antelope Valley Press* (January 8, 2001). Article “Health-care Loan Funds Available” announces the new Short-term Home Healthcare Loan Fund.
- *Jewish Journal of Greater Los Angeles* (October 29, 1999). In an article titled “Doling Out Dollars for the Disadvantaged,” reporter Michael Aushenker profiles the International Association of Hebrew Free Loans conference, hosted by JFLA in Los Angeles. Page 17.
- *Jewish Journal of Greater Los Angeles* (December 18, 1998). As part of the Community Brief’s section, reporter Naomi Pfefferman profiles JFLA in a piece called “Making Dreams Come True.” Page 17.

#### BROADCAST MEDIA

- *Life and Times*, KCET Television (September 16, 2004). This lengthy pre-recorded segment was taped in the JFLA office and features interviews with Mark Meltzer and Evelyn Schechter about the agency’s programs and hundred-year history.
- *Fox News Live*, Fox News Channel (September 10, 2004). Throughout the day, Fox News Channel markets carried a three-minute segment and a 60-second segment filmed in the JFLA office about the agency mission and century of service to the LA community. It featured an interview with business loan recipient Ella Mirmova. The transcript of the segment was also featured on the Fox News Channel’s web site.
- *The Paul Harvey Show*, Nationally Syndicated Radio Program (August 31, 2004). Following the LA Times article, Paul Harvey airs a 2-minute segment about the agency’s mission and 100 years of interest-free lending.
- *The Jay Sanderson Show, Jewish Views & News* KLAC 570 AM (June 9, 2002). Evelyn Schechter appears as the first guest on this brand new talk show, in a brief interview about JFLA’s mission and programs with the host of the show, Jay Sanderson.
- *ABC Channel 7 Eyewitness News at 5:00* (February 15, 2001). Consumer Reporter Ric Romero features JFLA in a piece called “Free Money.”
- *Marketplace* on National Public Radio (December 21, 2000). On the first night of Chanukah, this feature story by reporter Cindy Bemel discusses the tzedakah of JFLA.