

Content Strategy
and
Content Creation
P O R T F O L I O

by Joel Magalnick
of
The Refined Story

T E C H N O L O G Y A N D S T A R T U P S

Eyal Levy

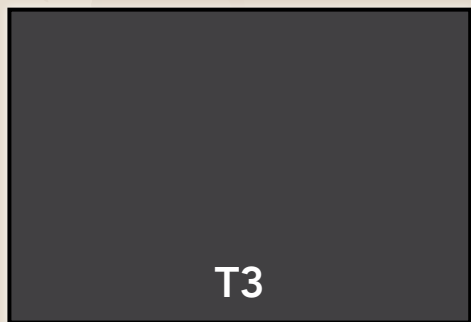
Born 1951, Jerusalem, Israel.

Arrived in Washington, 1989 and 2002

For anyone who visited Israel from the mid-1990s on and heard anyone refer to their Pelophone, you can thank Eyal Levy.

Eyal ran the cellphone company from 1994-97 and grew it from a tiny outlier to a major player, with more than 2 million subscribers, at a time when the cellular world looked to Israel as the leader in this exploding space. But to ascribe that success to Eyal without seeing everything else he's done tells only a fraction of his story.

He attended Stanford for a year, but with the Six Day War having just ended and Israel in the midst of its war of attrition, "I decided to leave everything and move back and join the military."



He spent five years on active duty, worked in South America and Africa, then became a lecturer at Tel Aviv University.

Eyal taught database management systems, which introduced him to the students who created Israel's first wave of startups.

"I think close to three, four thousand of them were my students," he says.

A company Eyal founded in the early 1980s went public and brought him to the U.S. Motorola recruited him in 1989 to run operations in Washington, where he stayed for five years before returning to Israel.

Following his Pelophone stint, Eyal moved into venture capital, which created the partnerships with companies like Microsoft that have made Israel such a strong center of research and development. He returned here in 2002 with his wife, Dr. Zehava Chen-Levy.



In 2007 Eyal joined and helped to fund the Washington-Israel Business Council, an effort to bring Israeli companies to our state while bringing companies to Israel to create jobs there. He said the council got very little support from local government and even the Jewish community, "but we gave it a shot." The effort ended in 2015.

Eyal is grounded by the simple concept of human dignity. As such, he was a founding member of Peace Now, is today involved in New Israel Fund, and supports a successful conclusion to the peace process. Without strong leadership on either side, however, he doesn't have a lot of optimism.

"But you never stop trying," he says. "The easiest thing to do is to give up."

As exhibit curator for the Washington State Jewish Historical Society's gala event Passport to Washington, I worked with a team of volunteers to collect stories from nearly fifty community members, then wrote these capsules about their lives. This exhibit board measures 20"x30" at its full height.

Human dignity basically covers everything: how you treat other people, how you treat yourself."



A project of the Washington State Jewish Historical Society

T E C H N O L O G Y A N D S T A R T U P S

We all hear about those intrepid entrepreneurs who create billion dollar companies out of nothing. We even feature some of those people here. But others have created community, or helped to turn a small company into a big one that has shaped our landscape today. All of them, however, can turn an idea into something beautiful.



These explanatory boards led each display section—I created eight sections in all—at the Passport to Washington event.

F O O D , F E R M E N T A T I O N A N D F I N E W I N E

The guy who made us appreciate that beer can be more than cheap swill in a can made a name for himself here. So have countless winemakers, chefs and food enthusiasts. And so many of them grew up in the Jewish community. B'teavon!



A project of the
Washington State Jewish
Historical Society

M U S I C A N D T H E A R T S

Children the world over sing “I Have a Little Dreidel,” written by Temple De Hirsch cantor Samuel Goldfarb. Maria Frank Abrams, featured in this exhibit, had her work shown all across the world.

Gerard Schwarz led the Seattle Symphony for decades. You’ll find a Jewish flavor here in everything from folk art to klezmer revivals to paintings in our state’s finest museums.



A project of the
Washington State Jewish
Historical Society

A look back at what Kline Galland was, and now is

JOEL MAGALNICK Editor, JTNews

When the Caroline Kline Galland home first opened on the shores of Lake Washington in 1914, the ramshackle farmhouse held seven inmates, as they were called, all of them poor, infirm, single Jewish men with no other place to go.

“It is my desire that the home be so constructed and managed that it may bring to the lives of the aged men and women who shall be domiciled therein the greatest degree of contentment and happiness in their declining years,” wrote Kline Galland in her will, which, upon her death in 1907, set in motion the wheels that would become the institution that celebrates its 100th anniversary this year.

These men — women would be admitted later — were required to help with the building’s upkeep and to adhere to a strict set of rules that included who could visit and set times for when the lights must be turned out in the evening. Should the “inmates” break these rules, they’d be summarily removed. And

where would they go?

“They could care less,” said Josh Gortler, the Kline Galland’s now-retired CEO, of the matrons who ran the facility.

Gortler, who now manages the Kline Galland’s endowment from the 10th floor of the Summit at First Hill, the independent and assisted-living facility that opened in 2001, arrived in Seattle in 1968 to lead the organization and serves as its de facto historian.



A copy of the revised rules that governed the “inmates” of the Kline Galland home a century ago.

While Kline Galland has always strived to live up to the wishes of its first benefactor, it was not always easy. In the late 1920s, a zoning request to expand to 25 residents resulted in a case that went all the way to the U.S. Supreme Court, which sided with Kline Galland. By the end of the 1940s, the number of beds had reached 45, but it soon became clear that its original mission of housing the poor and infirm would need to change to suit the community’s needs.

“What happened if you had money?” asked Gortler. If “you had a house or you had any possessions, you had to give it to

the trust” that managed all of the finances of the agency.

In the 1950s, a consultant working with the advisory board recommended a new facility and a move in the direction the rest of the nation was going with nursing care: Less custodial, and more social work and psychiatric intervention.

“The recommendation was that there needs to be a new facility to move into from this sheltered home,” Gortler said, “into a more progressive approach for caring for the elderly.”

The state agreed. In 1960, licensors called Kline Galland “an antiquated, inadequate facility,” according to their report, and refused to renew its license. After pushback from the Jewish community, plus the launch of a \$1.1 million capital campaign, the home stayed in place and a new, modern 70-bed facility opened in 1967.

Spearheading that effort was local businessman and philanthropist Sol Esfeld, whose mother had been a long-time resident of Kline Galland.

Any resident of the nursing facility today can recall Esfeld’s name — it graces the wing that made up the expansion after the new facility quickly filled to capacity.

“The impact of the home is so wide-

spread that nearly everyone in our community will be touched sooner or later,” said Esfeld, who also led the \$3.6 million expansion campaign that brought Kline Galland’s capacity to 140 beds.

Esfeld is also the man who first invited Gortler to move to Seattle to become the agency’s new director. Gortler, a Holocaust survivor, had at the time been working for an organization in New York that served refugees. A staffer at the United Way in Seattle “discovered” Gortler when he presented a paper on “serving elderly people in a new type of a setting, combining housing and recreation and social services,” he said.

United Way courted Gortler, but he turned them down. A member of that hiring committee tipped Esfeld to Gortler’s ideas and the two met at a hotel in New York. Gortler agreed to a two-year commitment — after being approved by both the Kline Galland advisory committee and Seattle Trust, which still managed the finances — and “apparently things did work out, and I’m here, 45 years later,” he said.

The Kline Galland that Josh Gortler came into — 70 residents, a \$250,000 budget, hardly any administrative staff

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I spent twelve years as the editor and publisher of the JTNews, a community media company that served the Jewish population of Washington State. During that time, in addition to leading the content strategy and staff, I wrote, edited, assigned articles, and much, much more. This article is a sample of community-focused news.

Dispora Jews and Israel: Challenges of Competing Loyalties

October 23rd, 2014
4:30–6:30pm
Walker Ames Room,
UW Kane Hall

A lecture by **Prof. Morton Weinfeld** of McGill University, presented in honor of **Prof. Paul Burstein** on the occasion of his retirement from the University of Washington.

**Event will include a kosher reception.*

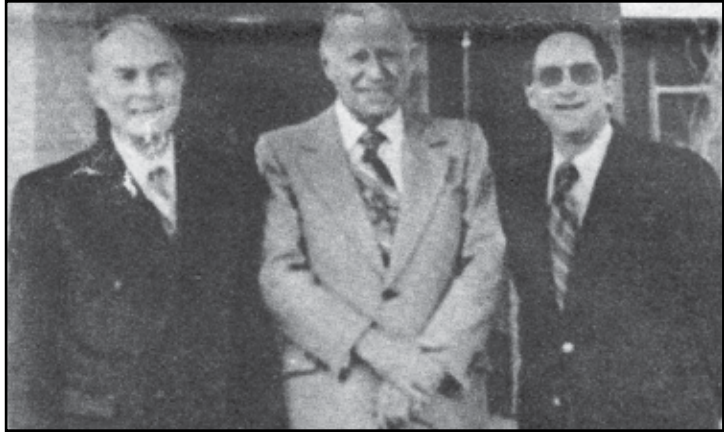
For more information and to RSVP, visit jewishstudies.washington.edu/event

Or call us at **(206) 543-0138**

◀ **KLINE GALLAND THEN PAGE 12**

to speak of — is far different from what exists today.

“There was no bank account. On Fridays I would take all the bills for the week, I would take a sheet of paper with all the employees, how many people would work, and how much they should



FILE PHOTO

Herb Schoenfeld, left, associate campaign chair for the Kline Galland's 70-bed expansion, Sol Esfeld, center, the campaign chair, and Robert L. Block, the Kline Galland's board president, in 1978 at the opening of the building's expansion.

get paid,” he said. “The bank paid the check, the bills, and then the next Monday I would pick up the checks for the employees and we would hand them out. It was strictly controlled by the bank.”

In the 1970s, Kline Galland finally freed itself — mostly — from the management of Seattle Trust.

“The bank didn’t want to let go,” Gortler said. But the bank also refused to sign on the loan to expand to 140 beds. “They didn’t want to sign the contract because they were afraid they were going to get stuck with this project if it was going to be a failure.”

Eventually Esfeld and businessman Robert Block worked out a deal that the trust would continue to own the land, and the agency, as an independent 501(c)(3) nonprofit, would manage the operations. Kline Galland signed a 99-year lease and the expansion was built.

“We said it was going to fill up in two years,” Gortler said. “Within six months the place was full.”

Today, Kline Galland owns the land outright.

Kline Galland expanded programmatically during that time as well. In the early 1970s, Gortler presented a grid to his board laying out the community-wide options for Seattle’s seniors: Those who lived at home could find activities at the Jewish Community Center’s Golden Age Club, those who needed some help could find a group facility such as Council House, and those in need of daily care would find a space at the Kline Galland.

That document served as the blueprint for Kline Galland’s future, though it took close to a decade for the plan to begin to bear fruit with the introduction of the Morris Polack Day Center. After its introduction in 1980, local philan-

thropist Polack created a base fund of \$1 million to sustain a program for seniors to live at home while receiving necessary services on-site a few days a week.

Gortler’s blueprint also sowed the seeds for the transitional care unit, which opened in 2000 and allows for post-operative patients to spend time in rehabilitation before heading home. And eventually, that plan set in motion the idea of a residential facility for Jewish seniors who can live independently or with some assistance.

That facility, the Summit at First Hill, opened in 2001, with financial commitments from the who’s who of Jewish Seattle’s donor base: Sam and

Althea Stroum, Jack and Becky Benaroya, Sam Israel, Ray Galante, who ultimately chaired the building campaign, and many others.

“We looked all over,” Gortler said. “We looked at Eastside properties, we looked in Renton, then this property becomes available.”

The patch of land, owned by broadcasting magnate Patricia Bullitt Collins, was purchased on very favorable terms with payments taken “as money becomes available,” according to Gortler. But then a strange thing happened.

When Gortler was about to deliver the final check — an \$800,000 payment — Sam Stroum decided they should ask Collins for a \$50,000 donation as well.

“I told her that anybody who moves in here who ever runs out of money will not be moved out, that we will subsidize them, and we’re going to do it by creating an endowment,” Gortler said. “She says, ‘Mr. Gortler, tear up the check.’... Sam fell through the floor.”

That \$800,000 started the Kline Galland Foundation, an endowment that Gortler said is doing “exceptionally well” and paid for the recent top-down remodel of the Kline Galland home. In 2006, Gortler handed over the reins to its current CEO, Jeff Cohen, who has been continuing Gortler’s expansion of services.

That so many people in Seattle’s Jewish community give of their time and money to the Kline Galland is in part a recognition that, as Cohen puts it, “eventually everyone’s going to need one of the Kline Galland’s services,” but also a tribute to loved ones to make sure they live comfortably in their later years.

“The community is proud of what they’re doing,” Gortler said.

Jews on the ballot: Jon Zimmerman

Continued from the previous page.

JANIS SIEGEL, JTN News Correspondent

Born in New York City, raised in Connecticut, and settled in Seattle for the last 13 years, Seattle Municipal Court Position 2 candidate and Judge Pro Tem Jon Zimmerman is a lawyer in private practice who told JTNews that he wants to bring justice and fairness to the court by helping disenfranchised groups, applying stricter enforcement of environmental law, and assuring open access to court proceedings.



COURTESY JON ZIMMERMAN

Jon Zimmerman, who seeks to become a judge in the Seattle Municipal Court.

Zimmerman is challenging sitting municipal Judge C. Kimi Kondo, who has been the presiding judge since 1998.

“I’ve represented consumers in federal court, immigrants and tribal members, students, and the elderly, victims of domestic violence and some of the most vulnerable and least advantaged in our community,” Zimmerman said.

“I’ve worked on Capitol Hill, in the White House for the Coast Guard doing environmental law there,” he said, “but I’ve had my own practice for about 10 years now and I’ve represented thousands of clients in 28 counties across the state, mostly in district and municipal courts,

including the one I’m running for.”

The Seattle University School of Law graduate is 36, single, lives in Seward Park, and often attends Sephardic Bikur Holim and Minyan Ohr Chadash congregations.

Zimmerman’s endorsements include the 46th District Democrats, the Washington Teamsters Joint Council 28, and the Cardozo Society of Washington State, the Bar Association’s minority bar for Jewish lawyers, who rated him as “qualified”

within a rating system that includes exceptionally well qualified, well qualified, qualified, and not qualified.

To date, Zimmerman has raised over \$36,000 in campaign funds while Kondo’s contributions total just over \$25,000.

If elected, Zimmerman, who served as a pro tem judge in Seattle Municipal Court for three years, said he wants to help immigrants navigate the legal system.

In a press statement, Zimmerman said that many immigrants are “wrongfully mistreated and rightfully distrustful” of the justice system. He’s represented

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◀ **KLINE GALLAND TODAY PAGE 17**

One person who has helped to provide that Jewish touch for over two decades is Jeanie Alhadeff. She is a board member and former president, as well as the chair of the Kline Galland’s centennial celebration that takes place Oct. 22.

“When I first started on the board, we were just talking about a nursing home,” Alhadeff said. Today, “we are an organization that takes care of every single need or want as somebody ages.”

Alhadeff experienced the agency’s new services first-hand, when her mother, one of the first residents of the Summit at First Hill, entered hospice.

“From the social worker to the nurse to the chaplain, each one of them honored my mother with respect and dignity and love,” Alhadeff said. “They were an enormous support system for me, because caring for a parent who is failing can be a lonely experience.”

Alhadeff’s mother’s condition actually improved, so she no longer needs that care, but Alhadeff said it was important to have that service available.

Though the agency is for the most part doing well, with its budget having doubled to nearly \$40 million since Cohen took over in 2006, the road ahead does look bumpy. The state has not adjusted its Medicaid payments for patients who cannot

afford to pay for their care since 2008.

“Our costs continue to rise 3 percent every year. Our staff costs go up, our utility costs go up, Seattle is not exactly a low-cost place to do business,” Cohen said. “It has been extremely challenging to maintain the level of quality while at the same time balancing our budget every year.”

The coming legislative session will likely be a moment of truth for funding on all fronts, not just with how we care for seniors. Kline Galland is hoping at best to even the playing field. Cohen and the board have, by themselves and with other similar agencies, lobbied in Olympia to increase payments.

“It’s been more about avoiding diminishing reimbursements than getting significant increases,” Kane said.

As the state struggles to pay for seniors who can’t afford their own care, and with the huge wave of Baby Boomers about to come crashing down on the system, it will be up to Cohen to make sure his agency stays abreast of constant change in the healthcare system and stay above water.

“We’re watching the health care system change frequently, and he has the pulse on that and is trying to stay ahead of it,” Alhadeff said.

Cohen believes he and his staff are up for the challenge.

“One thing about Kline Galland,” he said. “It’s never been static.”

While you celebrate the new year, think as you dip

JOEL MAGALNICK Editor, JTNews

I have a bush outside of my house that blooms brilliant flowers each spring. With those flowers come honeybees. Lots and lots of bees. When the bush starts growing out of control and I have this urge to break out my clippers and start trimming, something stops me: The knowledge that these bees, whether they know it or not, have to work extra hard since they need to pick up the slack from the billions of others that have been dying prematurely over the past decade.

Known as colony collapse disorder, a perfect storm of factors has come together to decimate our bee populations, and the answers to why it's happening have only now begun to become clear. Here's what's happening, in no particular order: The one-two punch of a virus and a fungus known as nosema ceranae, which alone aren't enough to kill off the hives, but knock them out when brought together; a number of pesticides which in the lab were thought to be harmless to bees are actually showing up in nearly all bee carcass samples collected by government agencies; many of these pesticides sprayed on crops are drifting to wildflowers where bees collect pollen, increasing the chemicals in their fragile systems; dust that drifts from industrial harvests coats bees' bodies and kills them — and there may be more factors. And these

findings are still relatively new.

"Nosema ceranae was only recently described in the U.S., the first time in 2007," said Walter (Steve) Sheppard, a professor of entomology at Washington State University to the WSU News Service. "But while no one really noticed, it has spread throughout the country."

Researchers in Sheppard's department also discovered that nearly all of the dead bees sent to the WSU lab found "fairly high levels of multiple pesticide residues," according to Sheppard.

While the pesticides didn't kill the bees outright, they did affect the bees' immune systems and significantly reduced their life expectancies.

The magnitude of this problem can be viewed in thirds: Every year since 2006, beekeepers have seen a loss of a third of their colonies. The U.S. Department of Agriculture estimates that one of every three bites of food we eat is dependent upon bee pollination. And as much as third of our crops could be wiped out completely if we don't have the bees to pollinate them.

So why am I thinking about the bees right now? As Rosh Hashanah approaches, many of us begin thinking about the direct result of the bees' pollination efforts: Honey. It's wonderfully sweet, it's about



DANNY PEREZ PHOTOGRAPHY/CREATIVE COMMONS

as close as we can get to directly commune with nature, and it's endangered.

Thinking about just the honey doesn't take into account the apples, which we of course use for dipping. What would it mean for our state's economy, not to mention access to one of our most ubiquitous fruits, if the apple harvest imploded? Or the disappearance of cherries, peaches, blueberries, squash, grapes? What would you hang in your sukkah?

While I don't want to run around screaming as if the sky is falling, this is a

serious, serious issue. Many of farming's greatest minds have begun to devote all of their energies to mitigate the problem, as it appears we may be too late for a real solution.

In the spirit of renewal, here are some suggestions to do your part to keep the honey on our Rosh Hashanah tables: Contact your legislators, both state and federal, and let them know you support any efforts to pass the "Save America's Pollinator Act," which includes tighter regulation of pesticide use. When you can, buy organic produce and products. Yes, it's more expensive, but the more we buy, the more it shows support for pesticide alternatives and our bees. Write to pesticide companies and let them know your concerns. Yes, most of these companies are major conglomerates and tend to ignore comments from a handful of activists, but if they hear from many people who just want to be sure they can have their honey-cake, it could make a difference.

So many of us try to live the good food life — and it all starts with bees. When you wish your family and friends a sweet New Year, remember where the honey you're dipping into comes from, and the effort those bees make to bring it to you. In the meanwhile, I'm going to grab my tree clippers. Their work is done; now mine can begin.

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to the Jewish Community

Rosh Hashanah 5774

CAROLINE KLINE GALLAND HOME
KLINE GALLAND HOSPICE SERVICES
SUMMIT AT FIRST HILL
POLACK ADULT DAY CENTER
KLINE GALLAND FOUNDATION
KLINE GALLAND HOME HEALTH

Jeffrey D. Cohen, *Chief Executive Officer*
Mark Kane, *Board Chairman*

I wrote this article as a call to action—editorial pieces I put together from time to time when the situation warranted.

Emanuel

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2013-5774

David Dintenfass/Gary Cohen, Co-Presidents
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Selichot	Saturday	8/31	10:30 pm	Reception prior
Erev Rosh Hashanah	Wednesday	9/4	7:00 pm	
Rosh Hashanah	Thursday	9/5	9:30 am	
	Friday	9/6	9:30 am	
Erev Shabbat Shuvah	Friday	9/6	6:00 pm	
Shabbat Shuvah	Saturday	9/7	9:30 am	
Erev Yom Kippur	Friday	9/13	6:15 pm	
Yom Kippur	Saturday	9/14	9:30 am	Yizkor Service
Erev Sukkot	Wednesday	9/18	7:00 pm	
Sukkot	Thursday	9/19	9:30 am	
	Friday	9/20	9:30 am	
Erev Shabbat Chol Hamoed	Friday	9/20	6:00 pm	
Shabbat Chol Hamoed	Saturday	9/21	9:30 am	
Shemini Atzeret	Thursday	9/26	9:30 am	Yizkor Service
Erev Simchat Torah	Thursday	9/26	7:00 pm	
Simchat Torah	Friday	9/27	9:30 am	
Erev Shabbat Bereshit	Friday	9/27	6:00 pm	
Shabbat Bereshit	Saturday	9/28	9:30 am	

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The ocean's content strategy

By Joel Magalnick · On April 25, 2016



Annie Crawley didn't grow up near an ocean. The Chicago native had Lake Michigan just a few miles from her home in the city's working-class Northwest side, but the first time she put on a scuba suit, in her early 20s, something shifted inside her.

Today the ocean is Crawley's life. Given what she calls her humble background, "I would have never dreamed I would have done this," she says.

Crawley has spent much of 2016 visiting classrooms throughout the Seattle area. Introducing herself to schoolchildren as "Ocean Annie," she brings awareness to the environmental plight that's choking the life out of our oceans.

"What we're doing is we're raising awareness of ocean pollution and the call to action is to refuse single-use plastics," she says.

She cites, for example, that Americans go through 500 million single-use disposable straws every day.

"Students are encouraged to rethink their relationship with plastic, refuse single use plastic and get their friends involved by sharing what they learned," she says.

The ocean and you

I found out about Crawley's program, and her "Our Ocean and You" campaign, when my first-grade son came home from school one day with a flyer about Beach Camp at Sunset Bay, where she serves as director. Since she and I know each other as graduate school colleagues, I reached out to find out more about how her passions feed into one another—not in her life, but as a content strategy.

"I wear many hats and often have to choose what I limit myself to sharing," she wrote in an email. "I am an artist, underwater photographer, filmmaker, author, songwriter, owner of a scuba camp, public speaker, and director of Beach Camp at Sunset Bay."

As a professional photographer, Crawley has produced an award-winning book, "Plastic Ahoy! Investigating the Great Pacific Garbage Patch," about the state of the world's oceans. As an activist, she has produced a strategy that educates kids in ways that a standard textbook cannot. That strategy, she says, is robust enough to change on the fly.

Crawley did the photography for the book, "Plastic Ahoy! Investigating the Great Pacific Garbage Patch." Image from Amazon.com.

"Within the first couple minutes of my presentation I can judge the audience as to how much of it is an interactive presentation or how much of it will be me talking," she says. "No two schools are ever alike."

No matter the school, however, much of her hour-long narrative includes screen time.

"Video helps engage," she says. "I cannot do what I do without showing video for a school-age audience."

Of course, Crawley involves storytelling as well. Sometimes she shows pictures of herself as a 7-year-old girl sharing a little round plastic pool with a half-dozen other kids as a way to explain her own journey to the sea. Kids, she says, can relate to her activism when she shows how she got there.

"By the time that they get to this picture of me in the swimming pool...I ask them to think about their swimming pool and where they are as a swimmer," she says. "Then I show them a picture of the coral reefs and sharks, and that this is my swimming pool."

From there, Crawley gives context about the oceans—that it makes up 98 percent of the world's water supply, about the importance of ocean life, in particular the microscopic phytoplankton that are just as important to producing oxygen as trees.

"If there's one takeaway that I stress, that I hope all the kids remember, is that every breath we take connects us to the ocean," she says.

Unlocking imagination

Crawley's story doesn't stop with the ocean; she always intertwines a layer of dreams and unbound thinking.

"I believe your imagination is that of the visionary," she says, "that everything that was ever created was once imagined."

I reported on and wrote this article for the Flip the Media blog site at: flipthemediacom.com/2016/04/oceans-content-strategy/

While Crawley originally set about promoting her campaign through social media, she quickly realized that because the minimum age to use most channels is 13, she needed to rethink that tactic.

"If there's one takeaway that I stress, that I hope all the kids remember, is that every breath we take connects us to the ocean," she says.

"When working with youth, you need to create tools they can use that is both offline and online," she says. "The importance of building a network through students is what is necessary."

Next she seeks to amplify her message: "When other people start telling the story and becoming a part of the movement, you will gain momentum and become unstoppable," she says.

Crawley only gets an hour with these kids, so every minute of talk, pictures, and video counts. Her pitch for the camp—entirely secondary to ocean awareness, she says—comes near the end with a quick couple of minutes or a 30-second video.

And from there, she says, "I always end it with a journey to the garbage patch," the miles-long floating dump in the Pacific gyre. "I share with people the plastic that's going into the ocean," and that's where she offers her call to action: "Without a healthy ocean, life on our planet cannot exist. Without a healthy ocean, we are not healthy. People are polluting our ocean. Plastic is a people problem and only people can be the solution."

Joel Magalnick is the founder of The Refined Story, a content marketing and strategy firm and holds a Master of Communications in Digital Media degree from the University of Washington's Communication Leadership program.

The Refined Story

2016 Political Campaign Copy

Card 1, Mailer 1

Body Copy	Brenda Brathwaite is a committed, award-winning public school teacher in the Atlantic City School District and also works with the New Jersey Education Association. As your Freeholder, Brenda will focus on public education to stabilize local communities and attract high-skilled industries to our area. Brenda lived in Atlantic City for twenty-five years, and now lives in Egg Harbor Township.
Subhead	Brenda Brathwaite, Freeholder
Body Copy	Brenda, an award-winning public school teacher, will focus on public education to stabilize local communities and attract high-skilled industries to our area.

Card 1, Mailer 2

Body Copy	Brenda's commitment to our children is second to none. She teaches eighth-grade math in the Atlantic City School District and works with the New Jersey Education Association. In 2014, Brenda won a \$10,000 grant to provide Science, Technology, Engineering, and Mathematics training for district teachers. Brenda has lived in Atlantic City and Egg Harbor Township for more than twenty-five years.
Subhead	Brenda Brathwaite, Freeholder
Body Copy	Brenda's commitment to education won her a \$10,000 grant to provide Science, Technology, Engineering, and Mathematics training for Atlantic City School District teachers.

Card 2, Mailer 1

Body Copy	Steve Stokes has spent his life serving his country and fighting for working families. Steve held multiple leadership positions during his twenty-two-year career in the U.S. Army. He received his Master's of Labor and Employment Relations from Rutgers University and today serves as a council representative for the United Brotherhood of Carpenters, Local 623. He and his wife Julie live in Galloway Township with their two daughters.
Subhead	Steve Stokes, Freeholder
Body Copy	Steve Stokes has spent his life serving his country and fighting for working families, having served twenty-two years in the U.S. Army and today as a union representative.

Card 2, Mailer 2

Body Copy	Steve Stokes fought for his country and today he fights for you. Steve began his 22-year career in the United States Army at the age of 17 and held multiple leadership positions including squad leader, platoon sergeant, and company first sergeant. Today he serves as a representative for the United Brotherhood of Carpenters, Local 623. Steve, his wife Julie, and his two daughters live in Galloway Township.
Subhead	Steve Stokes, Freeholder
Body Copy	Steve fought for his country and today he fights for you. He spent 22 years in the U.S. Army and today he represents the United Brotherhood of Carpenters, Local 623.

Unified Copy

Sidebar subhead	How we chose to endorse these candidates
Body Copy	An eight-member screening committee interviewed all six of the Atlantic County Freeholder candidates. Both candidates we endorsed expressed strong support for public education.
Large Intro	The Atlantic County Council of Education Associations (ACCEA) endorses candidates in the Freeholder election because the Board of Freeholders has jurisdiction over policy and funding issues for both Atlantic County Special Services and Atlantic Cape Community College.
Emphasis	Please vote!
Body Copy	ACCEA believes that both Brenda's and Steve's backgrounds qualify them to make decisions that will positively impact public education.

Some recent work has focused on writing copy for mailers for political campaigns. This one focused on a regional campaign, and comes off as pretty benign. Others, as they say, went negative.

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Washington Jewish Museum Content Strategy

v.1 March 24, 2016

v.1.1 March 31, 2016.

v. 1.2 April 21, 2016

About the site and content needs

UX architecture based on priorities

1. Monthly theme – four or so articles per month
2. Archival materials (display from collection)
3. Focus on People
4. Recipes/Cookbook stories
5. Historical timeline
6. Milestones
7. Oral/recorded histories

What's our voice?

- Friendly, somewhat retro
- Fun/humorous
- Voice on labeling, information architecture and menus should be clear

What's our style?

- Modern, Northwestern (reflective of our community): white with blues and greens for highlights

What's our look?

- **Clean and uncluttered**
- **Magazine-style design**
- Multiple stories per content area – Headlines with excerpts
- Responsive for mobile web

What's public and what needs login access?

- Stories and overall site access are public. No login needed.
- Store purchases require information but not an account (through presencehost.net)
- Comment submissions require login account
- Story uploads require login account
- Discount on oral/video history collection requires membership

What are our calls to action?

- Monthly stories: Submit content for next 1-2 months on editorial calendar
- Personal stories/Passport: Request personal/family stories, photos, oral/video histories (but don't take directly from site – need to solicit and discuss
 - Use this section as revenue generator with varied levels of cost
- Submit to Archives – leads to Collective Access/Collection site
- Recipes – relate to monthly theme
- Milestones – general catch-all form but with guidelines
- Recorded Histories – No uploads for now, but create framework for questions to help tell audio and video stories
- Sales of printouts – need to lead to Springboard, but with proper page referrals
- Guidelines about content ownership, content use, what we are looking for (based on month and geography and other parameters) and release need to be signed with every submission
- We should use Ninjaforms.com to develop all forms, with Plugins: File Uploads, Layout and Styles,

Sizes and Limits

Word count limit for all articles (monthly theme, Who's Who, artifact stories): 400 max

Image sizing:

Homepage hero image: 900x409px.

Featured Image: 650x250px.

Standard Image: Max width 350px, but possible to enlarge in lightbox on click.

Photo captions: Should not exceed 25 words, and must include source attribution.

Recipes:

Prelude max 100 words.

Recipe itself should take as much as it needs, but should not be an overly complex process.

Timelines:

Descriptions max 100 words.

Standard Image: Max width 350px.

In addition to the Passport to Washington event curation, I also developed the Historical Society's Washington Jewish Museum site, from user research to design to build. This document focuses on the content strategy to ensure that the Society's staff understands the different aspects to the site and how to populate each with content.



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Milestones:

Text should run as is as much as possible, with changes made due to proofing, with a max of 250 words.

Exception is obituary/eulogies, which can run their full length.

Photo max width, if a single headshot, 200px.

Continued from the previous page.

Editorial Calendar

Sourcing materials and posting

- Page in About section should list themes for coming months and a call for submissions
- As site is launched, materials should be catalogued so we know what's available and what we can easily access to upload. *Led by Jessica, maintained by volunteers. 4-6 hours/month*
- Once per year we should establish monthly themes that content can focus around. *All WSJHS staff, perhaps board.*
- Once per year we should set a schedule for social sharing [Facebook, Instagram, YouTube if applicable and emerging technologies] that gives guidelines on frequency of posting and level of engagement. *All WSJHS staff.*
- Once per month, at least two weeks prior to taking it live, establish content for the next month in:
 - Main/personal stories. *Researched by volunteers. Posted by staff. Estimated time: 6 hours/month.*
 - Recipes. *Researched by volunteers. Posted by staff. Estimated time: 2 hours/week.*
 - Timeline highlights. *Posted by staff. Estimated time: 4 hours/month.*
 - Collection highlights. *Researched by volunteers. Posted by staff. Estimated time: 1 hour/week.*
- At least once per week, edit and post content for milestones. *Edited by volunteers. Posted by staff. Estimated time: 2 hours/week.*
- At least once per week, spend time collecting and cleaning up all digital museum submissions. *Managed by volunteers. Overseen by staff. Estimated time: 2 hours/week.*
- A monthly notification email of site updates will be sent to members and anyone who signs up for the email on the site. *Written and managed by staff. Estimated time: 2 hours/month.*
- Social media should be checked at least once per day and responses made. See further social media plan below. *Checking and posts by staff. Estimated time: 4 hours/week.*

Connecting the three web properties together

Property 1: www.wsjhs.org – about the organization

Property 2: www.washingtonjewishmuseum.org – about the community and its stories

Property 3: The digital archive collection, collection.washingtonjewishmuseum.org.

Washington Jewish Museum (WJM – Property 2) will be the central hub. It will link to the WSJHS site as a reference in the top-level navigation; in submenus; in the footer; and anytime the society is referenced. WJM will display regular updates, preferably related to themes, of museum collection items. The WJM will expand on the collection items with stories about their history, if possible.

WSJHS.org will link to both WJM and the archive in its top-level menus, footers, through conspicuously placed links on the site, and through updates when appropriate related to events or new updates.

The archive component will, at least at the initial launch, be more of an internal tool as artifacts are loaded in. It will link to the WSJHS site on its top-level menus and in conspicuously placed links on the site and in the footer. It will link to WJM through the same methods as well as contextually when collection items are referenced.

What are the content sources?

For the Washington Jewish Museum

- **Content will need to be curated and edited by WSJHS staff**
- In order of posting priority
 1. Passport stories already submitted
 2. Shalom Family Business exhibit
 - All digital artifacts stored on exhibit MS Surface
 - Text & images stored in Dropbox and on hard drives
 - 2 films (Sephardim of Pike Place Market, Kosher Canyon) in raw format and posted on YouTube – hold until relevant theme topics arise
 3. Who's Minding the Store?
 - 30 stories not in app – available as Word and PDF files
 - Image files well organized, 1-4 exist per business
 4. Distant Replay sports histories
 - All stories and images on hard drive
 - Should include link to purchase book

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5. Yesterday's Mavens... cookbook
 - Recipes and stories on Dropbox
 - Should include link to purchase book
6. The Jewish Experience of Washington (book) – **for Timeline feature**
 - Will be available **as download**
7. The Way We Were (Our Village in Seattle) – 2-part series
 - Digital versions of presentations should be available
8. Six Generations exhibits
 - **Powerpoint presentation**
 - All family trees on storyboards have digital versions
9. Oral histories: 30-40 on WSJHS site; 200+ on UW archive site; 470 taken total – **Introduce once a number have been edited.**
 - Those digitized could be edited and used as podcasts. Would be great to trim to 4-5 minute snippets and even put together multiple by subject.

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For the [Washington Jewish History](#) archive collection

- How do we decide what goes into the digital archive collection and what goes into the UW archives? For now we know that if it is part of one of our themes, we take it first.
- Because all images that can be uploaded through .csv must be through as a URL, they will be stored in a specified server repository and be accessible for all other uses.
- Sourcing items should come from:
 10. Shalom Family Business exhibit
 - All digital artifacts stored on exhibit MS Surface
 - Text & images stored in Dropbox and on hard drives
 11. Who's Minding the Store?
 - 30 stories not in app – available as Word and PDF files
 - Image files well organized, 1-4 exist per business
 12. Distant Replay sports histories
 13. Oral histories: 30-40 on WSJHS site; 200+ on UW archive site; 470 taken total. When possible we should edit down to 4-6 minute chunks

Social Media strategy

WSJHS should engage in a three-pronged social media strategy:

1. Informing users about events, site updates, and community gatherings
2. As collection calls for stories and digital artifacts
3. As a conversation starter about local history, questions about artifact provenance, fun Q&A, and two-way (or more) communications about interesting events in local Jewish history or how non-Jewish history may relate to what the Jewish community was doing.

Social media platforms that should be used are:

- **Facebook:** For items 1, 2 and 3. Posts should include calls to action [e.g., share this post, come to this event, tell your story]. We should respond to comments and posts, and do so in a conversational tone. **Estimated time: 2 hours/week.**
- **Instagram:** Anytime we have a new photo, it should be shared on Instagram with a short description. All shares should be placed on Facebook as well (automatically, if possible). **Estimated time: .25 hours/week.**
- **Pinterest:** Photos can be placed here that go on Instagram as well. Focus should be on pictures that tell stories and can be turned into collections. Since the majority of Pinterest users are female, it should be images that will resonate more with women than men, if we can discern that with our archives. **Estimated time: .25 hours/week.**
- **Twitter:** Should be mainly used for conversation and to inform about upcoming events. A conversational tone should be maintained. It can also be used to share information about other Jewish events in the state, or retweet other moments in Jewish history. This medium can be focused on the least. **Estimated time: .5 hours/week.**
- **YouTube:** We should use this channel not as social media per se, though we should make videos as findable as possible, but we should be asking for people to share videos with us to embed and as we have the capacity to create videos that they be stored on YouTube and embedded on the site. This will save server bandwidth and increase shareability; however we should keep in mind that storage space could be revoked. **Estimated time: As needed, when videos are available.**
- **Medium:** If we have the time and manpower, articles published on the WJM site can be republished here as well. **Estimated time: .5 hours/week.**
- **Total estimated time spent on social media:** 3.5 hours with posts set up as much in advance as possible.

The editorial calendar should be followed on a regular basis to create an expectation of posted content from followers, and we should encourage people to follow us whenever possible. Social media **should not** be used as a fundraising tool, but instead an engagement tool. To keep track of all social media in one place, we can create a HootSuite or similar account and post as needed on each.

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Outreach

An introductory press release should be sent to all local Jewish organizations and synagogues with information about the sites. This should also serve as a collection call to request that their membership engage with WSJHS by visiting as well as submitting milestones, stories, images and, if possible, video links.

In addition, we can use a “story booth” to collect stories, images for scanning, and more to add to the collection. This should be used for Passport as well.

Setting Key Performance Indicators

Analytics will be set up on both WJM sites. We should establish what our baselines are to measure performance and adjust based on analytics and word of mouth. Suggestions are:

- Number of clicks on items
- Time spent on page
- Clickthrough to other items
- Timeline between notification emails

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Software maintenance and updates

At least once per week, the digital specialist should check all applications to ensure that the systems and respective plug-ins are up to date, and update them as needed.