

ANNUAL RADIO DEPARTMENT REPORT
OF
1947 BROADCASTS

<u>Broadcast</u>	<u>Date</u>	<u>Station or Network</u>	<u>Broadcast Time</u>	<u>Number of Broadcasts</u>	<u>Number of Stations</u>	<u>Station Broadcasts</u>	<u>Cost of Broadcasts</u>
<u>Network Series</u>							
Minute of Prayer - 10 Rabbis	1/	NBC	1 min.	10	160	1,600	\$ 54,530
Minute of Prayer - repeat broadcasts - twice weekly	1/-12/	NBC	1 min.	94	160	15,040	512,582
Spot Announcements - Bulldog Drummond	2/20-24	MBS	9:30-10 PM	5	350	1,750	57,615
Ethel & Albert - spot announcements - group prejudice	5/12	ABC	2:15-2:30 PM	2	200	400	10,566
Ethel & Albert - spot announcements - group prejudice	5/15	ABC	2:15-2:30 PM	2	200	400	10,566
Winner Take All - DP question	8/ weekly	CBS	3:30-4 PM	4	125	500	30,488
United Nations - spot announcements - radio kit	9/	NBC	1 min.	10	160	1,600	6,000
United Nations - station breaks - UN kit	9/	NBC	15 sec.	7	160	1,120	2,100
United Nations - women commentators (3)	9/	NBC	5 min.	3	160	480	9,000
Liberty Road - Irve Tunick - American School of the Air - Rights of Man	10/-12/	CBS	5-5:30 PM	5	125	625	38,110

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<u>Network Individual Broadcasts</u>							
Answer Man - DP question	1/15	MBS	7:15-7:30 PM	1	350	350	\$ 7,706
Answer Man - DP question	1/17	MBS	7:15-7:30 PM	1	350	350	7,706
Winner Take All - DP question	2/5	CBS	3:30-4:00 PM	1	125	125	7,622
Town Meeting of the Air - "What Is Best Solution of Palestinian Problem"	2/6	ABC	8:30-9:30 PM	1	200	200	21,510
University of the Air - "Who Should Take Care of Europe's DPs?"	2/15	NBC	10:30-11:00 PM	1	125	125	7,813
Bulldog Drummond - tolerance spot	2/21	MBS	9:30-10:00 PM	1	350	350	11,523
We, the People - Story of Ben Zion Sberman	2/23	CBS	10:30-11:00 PM	1	125	125	12,805
Winner Take All - DP question	2/24	CBS	3:30-4:00 PM	1	125	125	7,622
Winner Take All - DP question	2/27	CBS	3:30-4:00 PM	1	125	125	7,622
The Bitter Herb - Raymond Massey, Herbert Lehman	4/	MBS	8:30-9:00 PM	1	350	350	11,523
Rabbi Wm. Rosenblum's anti- communist statement - speech	4/	MBS	15 min.	1	350	350	7,706
Passover Broadcast - Henry Morgenthau	4/3	CBS	15 min.	1	125	125	9,146
Religion in the News - review Davie's "Refugees in America"	4/12	NBC	6:45-7:00 PM	1	125	125	8,557
Court of Missing Heirs - worked with script writer	4/23	ABC	8:30-9:00 PM	1	200	200	12,606
Religion in the News - story re survey of Methodist Ministers	4/26	NBC	6:45-7:00 PM	1	125	125	8,557
King Christian of Denmark - News commentators re his death	4/30	4 networks	3 min.	3	800	2,400	20,700

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<u>Network Individual Broadcasts</u> (continued)							
Saskatchewan Bill of Rights - Cecil Brown	5/1	MBS	11-11:30 AM	1	350	350	\$ 6,052
Winner Take All - blood plasma question	5/5	CBS	3:30-4 PM	1	125	125	7,622
Answer Man - blood plasma question	5/5	MBS	7:30 - 8 PM	1	350	350	7,706
Court of Missing Heirs - our material	5/14	ABC	8:30-9 PM	1	200	200	12,606
Panel for Americans - I Am An American Day	5/18	ABC	12:30-12:45 PM	1	200	200	9,057
I Am An American Day - radio comment - John Thompson	5/18	ABC	3-3:15 PM	1	200	200	9,057
Cavalcade of America - "The Stirring Blood"	6/2	NBC	8-8:30 PM	1	125	125	12,520
Experiment In Living - CBS Documentary Unit	6/6	CBS	8-8:30 PM	1	125	125	12,805
Answer Man - DP question	6/16	MBS	7:15-7:30 PM	1	350	350	7,706
Winner Take All - DP question	6/23	CBS	3:30-4 PM	1	125	125	7,622
American Forum of the Air - "Should the U.S. Admit 400,000 of Europe's DPs?"	6/24	MBS	9:30-10:15 PM	1	350	350	19,229
Answer Man - DP question	7/9	MBS	7:15-7:30 PM	1	350	350	7,706
Answer Man - DP question	7/16	MBS	7:15-7:30 PM	1	350	350	7,706
Second Mrs. Burton - inter- viewed Albert Light	7/30	CBS	2-2:15 PM	1	125	125	6,097
Grand Mufti of Jerusalem - news commentators	8/	4 networks	3 min.	3	800	2,400	20,700
Studio One - "Act of Faith"	8/19	CBS	9:30-10:30 PM	1	125	125	19,817
Touro Synagogue - Rabbi Poole, Hon. Joseph Martin, Patrice Munsel	8/31	MBS	1-1:15 PM	1	350	350	7,706

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<u>Network Individual Broadcasts</u> (continued)							
Touro Synagogue Dedication - George Putnam	8/31	MBS	6-6:15 PM	1	350	350	\$ 7,706
News of Tomorrow - Touro Synagogue Dedication	8/31	ABC	11-11:15 PM	1	200	200	9,057
Don Gardiner - Monday Morning Headlines - Touro Synagogue Dedication	8/31	ABC	6:15-6:30 PM	1	200	200	9,057
Freedom Train - news commentators	9/	4 networks	3 min.	3	800	2,400	20,700
Answer Man - Freedom Train question	9/	MBS	7:15-7:30 PM	1	350	350	7,706
United Nations - businessmen's speeches - UN kit	9/	NBC	15 min.	1	160	160	10,954
United Nations - round table discussion - UN kit	9/	NBC	15 min.	1	160	160	10,954
United Nations - housewife's talk - UN kit	9/	NBC	15 min.	1	160	160	10,954
Answer Man - Touro Synagogue question	9/3	MBS	7:15-7:30 PM	1	350	350	7,706
Winner Take All - Jewish scientists question	9/8	CBS	3:30-4 PM	1	125	125	12,805
The Sealed Tunnel - Day of Atonement	9/21	CBS	10-10:30 PM	1	125	125	12,805
Day of Atonement - Rabbi Joshua Loth Liebman, etc.	9/21	MBS	1-1:15 PM	1	350	350	7,706
Second Mrs. Burton - Ethel Alpenfels, guest	9/24	CBS	2-2:15 PM	1	125	125	9,146
Town Meeting of the Air - "What Can We Do To Improve Race & Religious Relation- ship?"	10/7	ABC	8:30-9:30PM	1	200	200	21,510

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<u>Network Individual Broadcasts</u> (continued)							
We, the People - DP interviewed Nurse Slanger Story - news program	10/21	CBS	9-9:30 PM	1	125	125	\$ 12,805
American School of the Air - Liberty Road - "A Man's Worship"	10/25	MBS	15 min.	1	468	468	7,706
President's Civil Rights Report - news commentators	10/27	CBS	5-5:30 PM	1	125	125	7,622
Professor Quiz - Freedom Train question	11/	4 networks	3 min.	3	800	2,400	20,700
Religion in the News - President's Civil Rights Report	11/1	ABC	10-10:30 PM	1	200	200	12,606
Religion in the News - President's Civil Rights Report	11/1	NBC	6:15-6:30 PM	1	125	125	8,568
Cesar Saerchinger - President's Civil Rights Report	11/2	NBC	6:15-6:30 PM	1	125	125	8,568
Release on restitution of property in American Zone of Germany	11/2	NBC	11:15-11:30 PM	1	125	125	8,568
Mrs. Wendell Willkie - Headline Edition - "Pact for Peace"	11/10	4 networks	3 min.	3	800	2,400	20,700
Professor Quiz - Freedom Train question	11/11	ABC	7-7:15 PM	1	200	200	9,057
University of Chicago Round Table - President's Civil Rights Report	11/15	ABC	10-10:30 PM	1	200	200	12,606
We, the People - Edward G. Robinson welcomed DP to America	11/23	NBC	1:30-2 PM	1	125	125	12,520
	11/25	CBS	9-9:30 PM	1	125	125	12,805

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<u>Network Individual Broadcasts</u> (continued)							
Second Mrs. Burton - "Make Way for Youth" - guest, Mrs. Ida Bell Du Blois	11/26	CBS	2-2:15 PM	1	125	125	\$ 6,097
Release - Check given to Uppsala University - In tribute to King Gustave, Sweden - news commentators	12/	4 networks	3 min.	3	800	2,400	20,700
Town Meeting of the Air - Civil Liberties, Morris Ernst	12/2	ABC	8:30-9:30 PM	1	200	200	21,510
Studio One - "Earth and High Heaven"	12/2	CBS	9:30-10:30 PM	1	125	125	19,817
Liberty Road - "Created Equal" - President's Civil Rights Report	12/8	CBS	5-5:30 PM	1	125	125	7,622
People's Platform - President's Civil Rights Report	12/14	CBS	1-1:30 PM	1	125	125	12,805
Winner Take All - question on President's Report	12/15	CBS	4:30-5 PM	1	125	125	6,097
Fred Waring - Freedom Train	12/15	NBC	10-10:30 AM	1	125	125	7,813
Fred Waring - Spot on Bill of Rights Day	12/15	NBC	10-10:30 AM	1	125	125	7,813
Are These Our Children - Speaker: Edwin G. Lukas	12/21	ABC	4-4:30 PM	1	125	125	12,606
Town Meeting of the Air - Ethel Alpenfels	12/23	ABC	8:30-9:30 PM	1	200	200	21,510
Inside of Sports - re Irving Mondschein - football hero	12/23	MBS	7:45-8 PM	1	350	350	7,706
People's Platform - "Can the Christmas Spirit Last All Year?"	12/28	CBS	1-1:30 PM	1	125	125	12,805

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<u>Network Individual Broadcasts</u> (continued)							
Among Ourselves - Race relations dramatization	12/30	CBS	10:30-11:00 PM	1	125	125	\$ 12,805
<u>Local Station Series</u>							
Parents' Forum	bi-weekly	200	15 min.	26	200	5,200	520,000
What's New In Books - NCW	weekly	50	15 min.	25	50	1,250	125,000
Spot Announcements on DPs - Citizens Committee on DPs	1/	25	1 min.	3	25	75	1,500
Spot Announcements on DPs (25) - sent to CRC	1/28	12	1 min.	12	12	144	240
Spot Announcements on Brotherhood Week - sent to CRC (8)	2/	12	1 min.	4	12	48	960
I Am An American Day - spot announcements - Dept. of Justice	5/18	1100	1 min.	12	1100	13,200	264,000

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<u>Local Station Individual Broadcasts</u>							
Speech about Human Rights Commission - Dr. John Humphrey	1/	KHJ	15 min.	1	1	1	200
Round table discussion on DP's - sent to CRC	1/28	20	15 min.	1	20	20	4,000
Lights Out - Baynard Kendrick Round table discussion for Brotherhood Week - Community Service	2/21	WNEW	10-10:30 PM	1	1	1	350
I Have Seen the Children (rebroadcast)	2/ period- ically	50	15 min.	1	50	50	10,000
Martha Deane - review: Davie's "Refugees in America"		25	30 min.	1	25	25	8,750
Sermon of the Week - Norman Corwin	4/12	WOR	3-3:30 PM	1	1	1	175
I Have Seen the Children -DP - U.S. Committee for Care of European Children	4/27	WOR	9:15-9:30 AM	1	1	1	200
Religious Book Week - "These Are Our Voices" - NCCJ	4/29	WQXR	9:30-10 PM	1	1	1	350
Joe Cumminsky re Benny Leonard	5/	50	15 min.	1	50	50	10,000
Sermon of the Week - Justice Owen Roberts	5/1	WOR	7:45-8 PM	1	1	1	200
Sermon of the Week - Justice Owen Roberts (rebroadcast)	5/4	WOR	9:15-9:30 AM	1	1	1	100
Sermon of the Week - Chester Bowles - Mother's Day	5/4	WIP	3:30-4 PM	1	1	1	175
	5/11	WOR	9:15-9:30 AM	1	1	1	100

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<u>Local Station Individual Broadcasts</u> (continued)							
Bruno Shaw - news commentator	7/10	WNEW	9:00-9:30 PM	1	1	1	\$ 350
Peter Lindt - Genocide	8/9	WEVD	11:30-12:00 N	1	1	1	175
Touro Synagogue Dedication - general radio local coverage	8/	5	30 min.	1	5	5	1,750
Freedom Train - radio kit to 550 stations - quiz programs	9/	200	15 min.	1	200	200	40,000
Voice of America - short- waved "Sealed Tunnel" around world	10/7	450	30 min.	1	450	450	67,500
*AP Radio News Bureau - Nurse Slanger story	10/25	856	2 min.	1	856	856	17,120
Nurse Slanger story - returned war dead - newscast	10/25	WOR	6:00-6:15 PM	1	1	1	200
*AP Radio News - restitution of property in American Zone of Germany	11/10	856	5 min.	1	856	856	76,940
*Release - check given to Uppsala University - in tribute to King Gustave, Sweden - AP Radio News Division	12/	900	5 min.	1	900	900	81,000
American Heritage Foundation - Washington's letter to Newport Synagogue	12/14	WNEW	4:00-4:15 PM	1	1	1	200
Hi Jinx - discussion of President's Report	12/15	WNBC	8:30-9:00 AM	<u>1</u>	<u>1</u>	<u>1</u>	<u>350</u>
Sub-total				416	25,303	75,321	\$ 2,806,183

*The AP Radio News Service has advised us that this news piece was sent to its entire news service of 900 stations. We have, however, used an economical amount in figuring the radio coverage of this item.

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<u>Advertising Council Broadcasts</u>							
<u>Network Individual Broadcasts</u>							
Full-time broadcasts (Group Prejudice - A Post-War Menace)	period- ically	4 networks	15 min.	434	125	54,250	\$ 3,718,512
Full-time broadcasts (Group Prejudice - A Post-War Menace)	period- ically	4 networks	30 min.	<u>236</u>	<u>125</u>	<u>29,500</u>	<u>2,954,720</u>
<u>Grand Total</u>				<u>1,086</u>	<u>25,553</u>	<u>159,071</u>	\$ <u>9,479,415</u>