

ANNUAL RADIO DEPARTMENT REPORT  
OF  
1948 BROADCASTS AND TELECASTS

<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>Value Cost of Broadcasts</u>
<u>Network Series</u>							
Minute of Prayer - 10 rabbis	1/	NBC	1 minute	10	164	1,640	4,566
Superman - spot announcements	1/-12/	MBS	5:15- 5:30 PM	304	450	136,800	1,487,699
*To Secure These Rights" - re President's Civil Rights Report	2/24, 3/2, 3/9, 3/16	MBS	10:00-10:30 PM	4	450	1,800	57,775
Dr. I.Q. - questions on Israel	5/31, 6/5, 8/2, 9/6	NBC	9:30-10:00 PM	4	125	500	50,092
True or False - question on scapegoats	6/	MBS	5:30- 6:00 PM	2	450	900	15,050
True or False - question on the Bible	6/	MBS	5:30- 6:00 PM	2	450	900	15,050
Pepper Young's Family - intro- duced a secondary Jewish character	6/21, 23, 25, 28, 29, 30	NBC	3:30- 3:45 PM	6	125	750	38,994
UN October campaign - talks and spot announcements	10/	NBC	2-5 min. & 1-13 min. talks	3	125	375	7,000
<u>Network Individual Broadcasts</u>							
Release on death of Mohandas K. Gandhi	1/	4 networks	3 minutes	3	800	2,400	20,700
America's Town Meeting of the Air - "How Can We Find Peace of Mind in This Atomic Age?" - Rabbi Joshua Loth Liebman	1/20	ABC	8:30- 9:30 PM	1	200	200	22,307

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<u>Network Individual Broadcasts</u> (continued)							
Religion in the News - AJC Annual Meeting item	1/24	NBC	6:15- 6:30 PM	1	125	125	8,388
Religion in the News - President's Civil Rights Report	2/7	NBC	6:15- 6:30 PM	1	125	125	8,388
America's Town Meeting of the Air - "How Can Peace Be Maintained In Palestine?" - Sen. Warren Magnuson, etc.	2/10	ABC	8:30- 9:30 PM	1	200	200	22,307
Brotherhood Week - "The Friend and Peter Stuyvesant" - Irve Tunick	2/21	CBS	10:30-11:00 PM	1	130	130	13,423
Invitation to Learning - freedom of worship - Roger William Straus	3/28	CBS	12:00-12:30 PM	1	130	130	8,292
Fact Sheet on United Committee to Save the Jewish State and the United Nations	4/	4 networks	3 minutes	3	800	2,400	20,700
The Forgotten Letter - Sam Wanamaker, Kim Hunter - Ben Kagan	4/18	MBS	1:30- 2:00 PM	1	450	450	14,444
We, the People - Jarmila Novotna - "The Search"	4/20	CBS	9:00- 9:30 PM	1	130	130	13,423
AJC Passover Broadcast - Rabbi Arthur Rosenbaum, Cantor David Putterman	4/22	CBS	5:30- 5:45 PM	1	130	130	6,809
Opinionaire - "Should We Have A National FEPC?"	4/28	MBS	10:00-10:30 PM	1	450	450	14,444
Four Chaplains - fact sheet	5/	4 networks	3 minutes	3	800	2,400	20,700
Pro and Con - Sen. James E. Murray (D., Mont.)-"Palestine"	5/7	NBC	10:45-11:00 PM	1	125	125	20,911
Ted Malone - Four Chaplains spot	5/12	ABC	11:45-12:00 N	1	200	200	6,154

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<u>Network Individual Broadcasts</u> (continued)							
You Are There - "I Am An American Day" spot	5/16	CBS	2:00- 2:30 PM	1	130	130	8,292
Break the Bank - question on Four Chaplains	5/21	ABC	9:00- 9:30 PM	1	200	200	13,337
True or False - question on Four Chaplains	5/22	MBS	5:30- 6:00 PM	1	450	450	7,525
Kate Smith - Four Chaplains spot	5/25	MBS	12:00-12:15 PM	1	450	450	4,895
Winner Take All - question on Four Chaplains	5/28	CBS	5:30- 6:00 PM	1	130	130	8,292
Gabriel Heatter - Four Chaplains spot	5/28	MBS	9:00- 9:15 PM	1	450	450	9,293
Fred Waring - Four Chaplains spot	5/28	NBC	10:00-10:30 AM	1	125	125	7,843
Breakfast Club - Four Chaplains spot	5/28	ABC	9:00-10:00 AM	1	200	200	11,538
Drew Pearson - Four Chaplains spot	5/28	ABC	6:00- 6:15 PM	1	200	200	9,769
Twenty Questions - question on Four Chaplains	5/28	MBS	8:00- 8:30 PM	1	450	450	14,444
Release on birthday of King Gustav of Sweden	6/	4 networks	3 minutes	3	800	2,400	20,700
Eternal Light - "Rabbi Cohen of Texas"	6/4	NBC	12:30- 1:00 PM	1	125	125	7,843
We, the People - Mr. Sheen of "Gallagher and Sheen"	6/8	CBS	9:00- 9:30 PM	1	130	130	13,423
True or False - question on Palestine	6/19	MBS	5:30- 6:00 PM	1	450	450	7,525
Eternal Light - "House in the Desert" - Morton Wishengrad	6/27	NBC	12:30- 1:00 PM	1	125	125	7,843
Quiz Kids - question on Israel	7/4	NBC	4:00- 4:30 PM	1	125	125	7,843
True or False - question on Israel	7/10	MBS	5:30- 6:00 PM	1	450	450	4,895

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<u>Network Individual Broadcasts</u> (continued)							
Northwestern Reviewing Stand - "What Do Our Teen-Agers Think of America's Future?"	7/11	MBS	11:30-12:00 N	1	450	450	7,525
Return Engagement - "The Friend and Peter Stuyvesant" - Irve Tunick	7/18	CBS	2:00- 2:30 PM	1	130	130	8,292
Inside of Sports - "All American" 1948 Summer Olympics release	7/28	MBS	6:45- 7:00 PM	1	450	450	9,293
Author Meets the Critics - Sumner Welles - "We Need Not Fail"	8/1	NBC	5:00- 5:30 PM	1	125	125	7,843
Communism - U.S. Brand - Morton Wishengrad	8/2	ABC	9:00-10:00 PM	1	200	200	22,307
Communism - U.S. Brand - rebroad- cast	8/8	ABC	9:30-10:30 PM	1	200	200	22,307
Winner Take All - question on superstition	8/13	CBS	5:30- 6:00 PM	1	130	130	8,292
Kate Smith - Friday the 13th spot	8/13	MBS	12:00-12:15 PM	1	450	450	4,895
Believe it or Not - Robert Ripley - Friday the 13th spot	8/13	NBC	1:45- 2:00 PM	1	125	125	6,499
Release on Friday the 13th	8/13	4 networks	3 minutes	3	800	2,400	20,700
Twenty Questions - Subject - "The Star of David in the New Flag of Israel"	8/21	MBS	8:00- 8:30 PM	1	450	450	14,444
Billy Rose - <u>Commentary</u> article "A Practical Scheme to Settle the DPs"	8/25	MBS	8:55- 9:00 PM	1	450	450	3,098
Release on assassination of Count Bernadotte	9/	4 networks	3 minutes	3	800	2,400	20,700
Release on honorary law degree given to Rabbi Cohen of Texas	9/	4 networks	3 minutes	3	800	2,400	20,700

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<u>Network Individual Broadcasts</u> (continued)							
Release on Oscar Ewing's "The Nation's Health" report	9/2	4 networks	3 minutes	3	800	2,400	20,700
Dr. I.Q. - question on UN	9/28	NBC	9:30-10:00 PM	1	125	125	12,523
First Anniversary of President's Civil Rights Report - fact sheet	10/	4 networks	3 minutes	3	800	2,400	20,700
Human Side of the News - item on Jewish Veteran re "Employ the Handicapped Week"	10/	ABC	6:30- 6:35 PM	1	200	200	2,052
Fact sheet re First DPs arriving on Gen. Black	10/	4 networks	3 minutes	3	800	2,400	20,700
Church of the Air - Rosh Hashanah broadcast - Lewis L. Strauss	10/3	GBS	10:00-10:30 AM	1	130	130	13,423
AJC Yom Kippur broadcast - Dr. Nelson Glueck, Gov. Herbert H. Lehman	10/11	GBS	5:00- 5:30 PM	1	130	130	8,292
Guiding Light - Day of Atonement program	10/12	GBS	1:45- 2:00 PM	1	130	130	6,809
Theatre Guild on the Air - "Morning Star"	10/31	ABC	9:30-10:30 PM	1	200	200	22,307
Mutual Newsreel - DP, John Skuja	11/1	MBS	9:15- 9:30 PM	1	450	450	9,293
Luncheon at Sardi's - Edwin R. Embree, "Peoples of the Earth"	11/12	MBS	1:00- 1:30 PM	1	450	450	7,525
Cavalcade of America - "Us Pilgrims" - rebroadcast	11/22	NBC	8:00- 8:30 PM	1	125	125	12,523
Eternal Light - "In Henry's Backyard" - Thanksgiving program	11/28	NBC	12:30- 1:00 PM	1	125	125	7,843
Bill of Rights Day fact sheet	12/15	ABC	5 minutes	1	200	200	2,052

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<u>Local Station Series</u>							
American Heritage Foundation - kit - "Tolerance"	4/	750	2 minutes	30	750	22,500	450,000
I Am An American Day spot announcements - Department of Justice	5/18	1100	1 minute	6	1,100	6,600	132,000
American Heritage Foundation - "Here's the Way to Secure These Rights"	6/	750	2 minutes	30	750	22,500	450,000
Broadcast Music, Inc. - "According to the Record"	6/, 9/, 10/, 12/	1,600 2,000	30 minutes	4	2,000	8,000	1,400,000
Broadcast Music, Inc. - "Inside Story"	6/-11/	1,600 2,000	15 minutes	2	2,000	4,000	700,000
Spot announcements on first anniversary of President's Civil Rights Report	10/29	150	1 minute	5	150	750	7,500
Parents Forum scripts	bi-weekly	200	15 minutes	26	200	5,200	520,000

Local Station Individual Broadcasts

*AP Radio News - death of Mohandas K. Gandhi	1/	856	5 minutes	1	856	856	76,940
New York Times Youth Forum - President's Civil Rights Report	1/10	WQXR	10:30-11:00 AM	1	1	1	175
Humanizing the News - Lyle Van - Dr. Raphael Lemkin	1/30	WGR	6:00- 6:15 PM	1	1	1	200
Within Our Gates - "No Place Like Home"	2/1	WFIL	11:30-12:00 N	1	1	1	175

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<u>Local Station Individual Broadcasts</u> (continued)							
Within our Gates - "That Others Might Live"	2/29	WFIL	11:30-12:00 N	1	1	1	175
Hil Jinx - Dr. Raphael Lemkin - Genocide	3/	WNBC	8:30- 9:00 AM	1	1	1	175
FEPG Testimonial Dinner - Rep. Jacob K. Javits	3/6	WMCA	9:15- 9:30 PM	1	1	1	200
Mary Margaret McBride - "The Search" spot	3/22	WNBC	1:00- 1:45 PM	1	1	1	175
Answer Man - question on Thomas Jefferson	3/29	WOR	7:15- 7:30 PM	1	1	1	200
Queens College Forum - "Can Discrimination Be Curbed by Legislation?" - Dr. Samuel Flowerman	4/29	WNYC	9:00- 9:30 PM	1	1	1	350
"Prejudices of Youth and How to Handle Them" - special forum	4/29	WNYC	6:00- 6:30 PM	1	1	1	350
*AP Radio News - Four Chaplains spot	5/	856	5 minutes	1	856	856	76,940
"Fighting Discrimination in the Labor Movement" - special forum - Paul Jacobs	5/5	WEVD	10:00-10:30 PM	1	1	1	350
Nancy Craig - Dr. Julius Schreiber	5/7	WJZ	12:30- 1:00 PM	1	1	1	175
The Fitzgeralds - Four Chaplains spot	5/27	WJZ	8:15- 8:55 AM	1	1	1	175
Nancy Craig - Four Chaplains spot	5/27	WJZ	1:15- 1:30 PM	1	1	1	100
Martha Deane - Four Chaplains spot	5/28	WOR	10:15-11:00 AM	1	1	1	175
Religion in the News - Four Chaplains spot	5/28	WNBC	6:15- 6:30 PM	1	1	1	200
Dave Driscoll - Four Chaplains spot	5/28	WOR	6:00- 6:15 PM	1	1	1	200

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<u>Local Station Individual Broadcasts</u> (continued)							
Mary Margaret McBride - Four Chaplains spot	5/28	WNBC	1:00- 1:45 PM	1	1	1	275
Humanizing the News - Lyle Van - Rabbi David de Sola Pool	5/28	WOR	6:00- 6:15 PM	1	1	1	200
Within Our Gates - "General Maurice Rose"	5/30	WFIL	11:30-12:00 N	1	1	1	175
*AP Radio News - release on birthday of King Gustav of Sweden	6/	856	5 minutes	1	856	856	76,940
Major Aubrey S. Eban, Israel delegate to UN - special broadcast	6/12	WNBC	2:15- 2:30 PM	1	1	1	100
Human Side of the News - Rabbi Louis I. Newman	6/21	WOR	6:00- 6:15 PM	1	1	1	200
Broadcast Music, Inc. - "Special Edition" - Flag Day	7/	2,000	30 minutes	1	2,000	2,000	350,000
Within Our Gates - "All Men Are Equal"	7/4	WFIL	11:30-12:00 N	1	1	1	175
Stan Lomax - "All American" 1948 Summer Olympics release	8/	WOR	6:00- 6:15 PM	1	1	1	200
Broadcast Music, Inc. - "Special Edition" - V-J Day	8/	2,000	30 minutes	1	2,000	2,000	350,000
Within Our Gates - "A Caricature of a Face"	8/8	WFIL	11:30-12:00 N	1	1	1	175
Hi! Jinx - Friday the 13th spot	8/13	WNBC	8:30- 9:00 AM	1	1	1	175
*AP Radio News - Friday the 13th spot	8/13	856	5 minutes	1	856	856	76,940
*AP Radio News - release on assassination of Count Bernadotte	9/	856	5 minutes	1	856	856	76,940

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<u>Local Station Individual Broadcasts</u> (continued)							
Hi! Jinx - mention of Raphael Lemkin	9/20	WNBC	8:30- 9:00 AM	1	1	1	175
Dorothy and Dick - reference to "Make Way for Youth" film	9/23	WOR	8:15- 8:55 AM	1	1	1	175
*AP Radio News - fact sheet on First DPs arriving on <u>Gen. Black</u>	10/	856	5 minutes	1	856	856	76,940
Broadcast Music, Inc. - "Special Edition" - UN Day	10/	2,000	30 minutes	1	2,000	2,000	350,000
Within Our Gates - "Henry Cohen, First Citizen of Texas"	10/10	WFIL	11:30-12:00 N	1	1	1	175
Broadcast Music, Inc. - "Special Edition" - Thanksgiving Day	11/	2,000	30 minutes	1	2,000	2,000	350,000
Hi! Jinx - Americanism award - Bureau for Intercultural Education	11/24	WNBC	8:30- 9:00 AM	1	1	1	175
Bill of Rights Day fact sheet	12/15	WINS	5 minutes	1	1	1	50
*AP Radio News - Bill of Rights Day fact sheet	12/15	856	5 minutes	1	856	856	76,940
Within Our Gates - "Our Lady of Skeet"	12/19	WFIL	11:30-12:00 N	1	1	1	175
Within Our Gates - "The White Pasha of the Sudan"	12/26	WFIL	11:30-12:00 N	1	1	1	175
				<u>563</u>	<u>43,449</u>	<u>263,375</u>	<u>8,022,481</u>
					41,049	259,275	7,959,481

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<u>Advertising Council Broadcasts</u>							
<u>Network Individual Broadcasts</u>							
Full-time broadcasts (United America)		4 periodically networks	15 minutes	438	125	54,750	2,800,262
Full-time broadcasts (United America)		4 periodically networks	30 minutes	194	125	24,250	1,854,163
Total				632	250	79,000	4,654,425

<u>Telecast</u>	<u>Date</u>	<u>Station</u>	<u>Telecast Time</u>	<u>Number of Telecasts</u>	<u>Number of Stations</u>	<u>Station Telecasts</u>	<u>Cost of Telecasts</u>
<u>Local Station Series</u>							
Brotherhood Week - "Speaking for America" posters	2/22-29	WCBS-TV	1 minute	12	1	12	300
Brotherhood Week - "Speaking for America" posters	2/22-29	WABD	1 minute	12	1	12	240
Television Chapel	7/-12/	WPIX	6:05- 6:30 PM	7	1	7	5,040
Stained Glass Windows - "House in the Desert"	11/7 & 14	WJZ-TV	5:30- 6:00 PM	2	1	2	900
Morning Chapel	11/-12/	WABD	9:15- 9:30 AM	9	1	9	1,800

Local Station Individual Telecasts

Opening ceremonies - Dr. David de Sola Pool	6/15	WPIX	8:45- 9:00 PM	1	1	1	480
"Make Way for Youth" - televised	9/5	WPIX	5:30- 6:00 PM	1	1	1	720
CBS Television News - DP, John Skuja	11/	WCBS-TV	7:30- 7:45 PM	1	1	1	400

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<u>Local Station Individual Telecasts</u> (continued)							
This Is New York - DP, John Skuja	11/	WNBT	6:30- 6:40 PM	1	1	1	350
Lamps Unto My Feet - Two DP children	11/28	WCBS-TV	5:00- 5:30 PM	1	1	1	360
			<b>Total</b>	<u>47</u>	<u>10</u>	<u>48</u>	<u>10,590</u>