TELEVISION MEMORANDUM

The ground floor of television is wide open. And now is the time for the American Jewish Committee to get in on it.

It is at this, the formative stage of television's life that her future behavior patterns will be set. Right now television is still receptive to new ideas and experimentation... still pliable and impressionable. But once this critical period passes, then the mold will set. Then rigidity and conformity will govern television just as it does radio. That is why it is so important that we get into television now. Now is the time for us to indoctrinate television with our ideas. Now is the time to set the pattern for intelligent treatment of minority groups in this new medium. Elimination of stereotypes from the video screen can be accomplished if we begin our campaign against them immediately while television is still sensitive to criticism and suggestion. Today we must plan tomorrow's educational programming to enlighten the American public and help break down prejudices based on ignorance and misunderstanding. But the groundwork must begin now so that in the future, when long-range programming is in full swing, television's tradition, unlike radio's, will be a tradition of intelligent handling of minority problems and disdain for the stereotype.

At present, television stations are grateful for whatever help they can get. It is fairly reasonable to believe that those of us who give them this help at this stage of the game can expect dividends of good will and greater cooperation in the future. At the rate television is expanding, its "future" seems right around the corner. According to NBC, as of August, 1948, television set installation has increased 45% over April 1, and will have increased 67% by October 1. Each month brings new floods of people to the television screen, eager to soak up whatever ideas are presented there.

So far, we have been working very closely with Station WPIX, owned by the N.Y. Daily News. We arranged for Dr. de Sola Pool to participate in their opening ceremonies, televised June 15, 1948. On July 4, Rabbi Arthur J. S.
Rosenbaum spoke on their interfaith program, televised 5-5:30 P.M. We also arranged for Rabbi Eugene Sack of Congregation Beth Elohim to speak on "Television Chapel of the Air" on August 8th.

At the request of the American Broadcasting Company's television station, WJZ-TV, we provided them with six films of Jewish interest for early presentation.

For WNBT, (National Broadcasting Company), we dug up guest participants and costumes to work on the United Nations series of "Howdy Doody," the most popular children's show on television today.

We also arranged with Dumont's station WABD for the televising of the "Speaking for America" posters during Brotherhood Week, February 22-29. We also sent these posters to Stations WMAR, Baltimore, WFIL, Philadelphia, and WTTG, Washington, D.C., for possible televising.

CBS-TV has televised the movie "Make Way for Youth" twice, and NBC has shown it over their "Television Screen Magazine of the Air." Several out-of-town television stations have shown interest in televising it, but we do not know whether or not they have used it.

In addition, many of our regular radio contacts such as "We, the People," are simultaneously televised when broadcast, so that the guests we place on such programs reach the growing audience of this medium, too.

This, in brief, is the general picture of what the American Jewish Committee has done in television so far. However, we have only gotten our feet wet. It is now time to take the plunge. Television's future is in the making, and the American Jewish Committee must be in television's future.