II. ACTIVITIES

1. The recording of "The Fears Men Live By" panel discussion took place at the NBC studios on July 9. The program was broadcast on the NBC coast-to-coast network, Wednesday, July 11, 10:30-11:00 P.M., and rebroadcast over Station WRCA on Thursday, July 12, 9:30-10:00 P.M. Participants were Virgilia Peterson, moderator; Dr. George N. Shuster, President of Hunter College; Dr. Lawrence S. Kubie, eminent psychiatrist; and Selma Hirsh. The program was highlighted in the New York press.

Arranged to have Chicago station WMAQ carry the program on a delayed basis. It was presented there on July 12 from 8:30-9:00 P.M.

2. Successful in securing Telenews, foremost TV news service, to cover Morris Kertzer's arrival at Idlewild, July 12. The program was carried on the ABC network's 40 stations and on 60 independent stations.

3. The National Association of Educational Broadcasters has just informed us that "The People Take the Lead" series has been accepted for network distribution and will be included in the fourth quarter, 1956 offering.
4. Two program formats have been submitted to CBS network for possible AJC High Holy Day telecast.

5. Rabbi Hershel Levin of Temple Beth Sholom, Flushing, appeared on Lyle Van's "News on the Human Side" program on Wednesday, July 25, at 6:00 P.M.


7. Communicated to Maury Pagan of the Philadelphia Fellowship Commission our suggestions and comments on the proposed series of intergroup relations programs for children for which the Commission is seeking a Fund for the Republic grant.

8. At the request of Edwin J. Lukas, prepared a memorandum on Norman Lessing's script, "Citizen."

9. Contacted radio stations re two staff inquiries on recent news broadcasts.


III. ORGANIZATIONAL AND STAFF WORK

1. Attended meeting to discuss agenda for Mass Media Education Committee meeting.

IV. PLANS FOR THE FUTURE

1. Continued work on possible TV program on the subject of immigration for "Between the Lines" on WABD.

2. Making progress in attempt to place film clip of Biblical Zoo in Jerusalem on popular children's TV series, "Mickey Mouse Club."

3. The Fears Men Live By is being considered by CBS for its "Lamp Unto My Feet" program. The program consists of a half-hour dramatization, followed by a discussion by Dr. Lyman Bryson of Columbia University.
TO: Alfred L. Bernheim
FROM: Milton E. Krents

MASS MEDIA DIVISION
RADIO AND TELEVISION SECTION
REPORT FOR AUGUST 1956

II. ACTIVITIES

1. Columbia Broadcasting System, in cooperation with the American Jewish Committee, is planning a special "Day of Atonement" television program scheduled for Sunday, September 9th, 11:00 to 11:30 A.M., EDT. This half-hour program will be a dramatization of an episode from the life of the Revolutionary War patriot, Rabbi Gershom Mendez Seixas. Written by Marc Seigel, this program, entitled "The Red Box," will be presented in color, marking it the first color telecast of a Jewish religious program. Production details are being handled in connection with this broadcast.

2. Rabbi Maurice J. Bloom appeared on Lyle Van's "News on the Human Side" program on Wednesday, August 8, at 6:00 P.M.

3. Attempting to place Irving M. Engel's Jewish New Year holiday message on "Voice of America."

4. Our Rabbinical Television Manual is nearing completion. It is to be submitted to co-sponsor of AJC, the New York Board of Rabbis, for their approval.

5. Sent three of our TV spot announcements to Station WPIX.

6. Continued work on "Unfinished Business, USA" 13-week, half-hour film series to be carried over Dumont network in conjunction with the Fiftieth Anniversary of AJC.
7. Suggested material which could be used for radio broadcast in Fort Lauderdale, Florida.

8. Supplied information on bigotry on religious radio and TV programs in the United States to Canadian Jewish Congress.

III. ORGANIZATIONAL AND STAFF WORK

1. At Harold Murray's request, preparing a list of all television stations in AJC Chapter cities, emphasizing important station personnel to be contacted at each respective station for the broadcasting activities of our Area Directors.

2. At CAD's request, spoke with Stanley Sadofsky and Samuel Lubin, new Area Directors for Boston and Atlanta, on the activities of the Radio and Television Section.

3. At Mr. Bernheim's request, handling details for forthcoming Mass Media Education Committee Meeting, scheduled for October 13th. The meeting will be devoted to a discussion of the use of radio, television and the press in connection with AJC Chapter activities.


IV. PLANS FOR THE FUTURE

1. Dr. Nelson Glueck's office approached the AJC with a view toward placing him on various radio and TV intergroup programs to report on the latest archeological discoveries in Israel. Dr. Glueck is due to return early in September.

2. Lunched with Miss Pamela Ilott, producer of CBS "Lamp Unto My Feet" TV program. CBS is now desirous of developing a "Lamp Unto My Feet" program based on Selma Hirsh's book, The Fears Men Live By. The telecast is to be scheduled for this fall.
3. Planning further promotion of the "People Take the Lead" record album.

MEK:SLK
THE AMERICAN JEWISH COMMITTEE

TO: Alfred L. Bernheim
FROM: Milton E. Krents

MASS MEDIA DIVISION
RADIO AND TELEVISION SECTION
REPORT FOR SEPTEMBER 1956

II. ACTIVITIES

1. Secured transcript of Walter Cronkite news broadcast for National Affairs Department.

2. Met with Eli Jaffe, public relations director for Jewish Institute of Religion, to discuss possibility of placing Dr. Nelson Glueck, recently returned from Israel, on interview program.

3. Rabbi Henry Schorr participated in Lyle Van's "News on the Human Side" program of September 5th.

4. Sent memorandum to Fred Schreiber re CBS telecast "Seidman and Son" to be produced on coast for "Playhouse 90" series. Cosmopolitan story, on which play is based, makes use of broad dialect and stereotyping. Suggested that Schreiber contact someone in Los Angeles with whom he could discuss this aspect of the TV play.

5. With the assistance of Dr. Slawson and members of AJC Chicago Chapter, called to attention of Kraft Cheese Company of Chicago its September 26th NBC-TV program, "The Plunge." Various Jewish stereotyping elements of the program were eliminated.

6. Supplied list of pro-democracy scripts and recordings to Rabbi Hertz of Detroit and Mr. Golden of Fort Lauderdale, and filled their requests for scripts.

8. Completed production with the presentation of the AJC's Day of Atonement first color telecast, "The Red Box" by Marc Seigel, Sunday, September 9, 11 to 11:30 A.M. over the CBS-TV Network. The telecast received good audience reception and CBS was pleased with the results. CBS is making available to AJC without charge kinescopes of the program for educational use.

9. Conferred with Robert Disraeli on securing more film material for the projected AJC-DuMont weekly film series, "Unfinished Business, USA."

10. Arrangements were made with the Voice of America for broadcasting Irving Engel's New Year message. The recording was made available to all 43 language services of the VOA. Text also made available for use by news and religious desks. Report on specific use made by recording and text will be forwarded to us when compiled by VOA.

11. Checked with BBC on use being made of recording of Chaucer's "Prioress' Tale," which contains a diabolical anti-Semitic fiction. BBC performance rights in this series have run out and all copies of the recording have been destroyed.

12. Prepared a statement for three project outlines for submission to the Fund for the Republic.

13. Checked with WPIX on use of AJC spot announcements. Were assured they are being used. Report will follow.

14. Completed work on draft for TV handbook for rabbis.

15. Working on list of libraries and other groups to offer AJC "People Take the Lead" albums for educational use.
16. Prepared proposal for a TV series to integrate the activities of AJC-AJC Chapters and rabbis of the USA.

III. ORGANIZATIONAL AND STAFF WORK

1. Met with Ann Wolfe re radio and TV promotion of "About 100 Books."
3. Prepared outline for talk by radio and TV specialist at Mass Media Education Committee meeting on October 13th and secured participation of Sydney Eiges, NBC Vice-President, as one of main speakers on radio and TV media.
4. Prepared a memorandum on proposed film script for 50th Anniversary.
5. Lunched with David Danzig and discussed recent and future radio and TV activities of our Division.
6. Completed for Harold Murray a list of all key people connected with radio and TV stations in AJC Chapter cities for contact work in broadcasting field.

IV. PLANS FOR THE FUTURE

1. Lunched with Dorothy Gordon, Director of the New York Times Youth Forum TV program to discuss program ideas for forthcoming broadcasting season. Possibility of a program based on "About 100 Books."
2. Met with Miss Pamela Ilott, director of CBS Public Affairs Department, who is desirous of developing a "Lamp Unto My Feet" program based on Selma Hirsh's book, The Fears Men Live By.
3. Lillian Friedberg of the Pittsburgh Jewish Community Relations Council requested our assistance in developing local radio program ideas to be used by the Council on Pittsburgh station KDKA.
TO: Alfred L. Bernheim
FROM: Milton E. Krents  DATE: October 24, 1956

MASS MEDIA DIVISION
RADIO AND TELEVISION SECTION
REPORT FOR OCTOBER 1956

II. ACTIVITIES

1. Producers of "Home" Show have accepted our idea of selecting Israel on "Countries I Have Dreamed of Visiting" Contest. Date scheduled for show is March 4. Meeting has been arranged to discuss further the details of the show.

2. Cooperating with producers of "Wide, Wide World" TV show's November 25th program, Sunday, 4 to 5:30 P.M., over the NBC Network, entitled "Religious Life in America," which will feature pick-ups from houses of worship of the three major faiths in America, including Touro Synagogue in Newport, Rhode Island.


5. At request of AJC member, brought to attention of NBC-TV "Home" Show omission of Jewish faith from visit to Grand Rapids, Michigan which showed movies of Catholic and Protestant houses of worship.

6. Answered USAF lieutenant's request for list of pro-democracy recordings.

7. Discussed with producer of Steve Allen's "Tonight" show material for "Salute to Israel" scheduled for October 24th.

9. Succeeded in getting promotion of "About 100 Books" scheduled for Dorothy Gordon's "New York Times Youth Forum" of October 28th, at 1 o'clock over the DuMont Network. The topic to be discussed is "Are We Learning to Read?" and the guest will be Dr. Hollis Caswell, President of Teachers College.


11. Arranged for screening of "Almanac of Liberty" for Dr. Slawson.

12. Checked on anti-Semitic magazine article brought to our attention by naval officer.

13. Our "Baseball" TV spot was shown twice over NBC network during the week of the World Series games.

14. At our suggestion, offensive sections in original story of "Seidman and Son" were deleted from "Playhouse 90" TV production, presented Thursday evenings, 9:30 to 11:00 P.M., over CBS Network.

15. Checked information on Jewish evangelical organizations for ABC Network.

16. Consulted with the National Broadcasting Company on cast suggestions for Kraft TV Theatre presentation of "The Plunge" (Wednesday, Sept. 26, 9 to 10 P.M.) which concerned itself with a Jewish manufacturer who commits arson to collect insurance. In a last minute substitution, Henry Jones played the lead role of Al Kendall, the manufacturer.

17. Communicated with Rabbi Samson Shain of Lancaster, Pa. and supplied him with scripts and program information for his forthcoming TV series on local TV station.
18. NBC consulted with AJC on a proposed program which involves minority interests, namely, John Galsworthy's story, "Loyalties," which is being considered by the Kaiser Aluminum Hour, presented Tuesday evenings, 9:30 to 10:30 P.M.

19. At American Broadcasting Company's request, secured and scheduled Rabbi David DeSola Pool for an appearance on the Dean Pike television program for Sunday, November 25th, 5 to 5:30 P.M. Dr. Pool will discuss with Dean Pike the Jewish holiday of Chanukah.

20. Attempting to secure a set of the Arab Information Center radio station transcriptions for audition purposes by our office.

21. Doing research on panel idea for a possible Passover television program on CBS.

22. Research on radio and television program scripts and recordings for supplement to "Radio and Television Bulletin of Available Pro-Democracy Scripts and Recordings."

23. Working on list to distribute extra "People Take the Lead" record albums to organizations that will make most effective use of them.

24. Met with Ben Wilbur, Radio Director of National Council of Churches, to plan possible joint radio programs between his organization and the AJC.

25. Attempting to establish contact with the Rev. Daniel Poling in connection with his new Mutual Network radio series, "Americans All."

26. Researched list of educational stations for Appendix to Rabbinical TV Handbook.

27. Prepared two proposals for radio-TV series for consideration by AJC - "View From a Park Bench" and "A Fifty Year Perspective."
III. ORGANIZATIONAL AND STAFF WORK

1. Secured information on new Florida radio station owner and manager for Area Director.

2. Met with Director of Film Division to discuss proposed TV film series, "Unfinished Business - USA."


4. Prepared a detailed memorandum for David Danzig for a number of forthcoming radio and TV projects under consideration by our section. Follow-up meeting to be scheduled with Mr. Danzig for discussion of this memorandum.

5. Attended Mass Media Education Committee meeting on Saturday, October 13th, at the Hotel Commodore.

6. Canvassing the dramatic field for a possible drama quartet piece which could be used by AJC at its 50th Anniversary dinner in April.

7. Attempting to publicize Harry Fleischman's appearance on the "As We See It Program," Saturday, November 3rd, 8:45-9:00 P.M., EST, over the ABC radio network.

IV. PLANS FOR THE FUTURE

1. Planning to produce a new one-minute TV spot similar to our other AJC human relations spot announcements.
I. EVENTS AND PROBLEMS IN FIELDS OF WORK

Variety, show business publication, in its issue of November 28th, carried a first-page headline, "Television On a Censorship Spree." The censorship question in television has been brought to a forefront because of the number of plays sponsors and advertising agencies have deemed unsuitable for presentation. These have included John Galsworthy's "Loyalties," a study of anti-Semitism; "The Male Animal" by James Thurber; a play based on the Polish Poznan trials; and a proposed telecast of the book, Compulsion, by Meyer Levin, based on the Leopold-Loeb case. The article pointed out that networks and organizations, such as the American Jewish Committee, were opposed to this type of censorship and felt that the American television audience was mature enough to react intelligently to programs of a controversial nature.

II. ACTIVITIES

1. At request of Dr. Slawson, secured fifty-five minutes' radio time from American Broadcasting Company on Sunday, November 18, for Dr. Norman Gerstenfeld of Washington Hebrew Congregation for an interfaith music concert, presented in cooperation with Washington Cathedral. Featured on the program was Ernest Bloch's "Sacred Service"
performed by the National Symphony Orchestra Players, four prominent opera soloists and the Cathedral choir of 250.

2. Cooperated with producers of NBC-TV's "Wide Wide World" program of November 25 entitled "An American Sunday - A Visit With the Three Faiths." Pickup points included a visit to Touro Synagogue, Newport, R.I.

3. At our suggestion, Ray Murphy, author of "Report on UNESCO," was invited to be guest on Dorothy Gordon's "New York Times Youth Forum." Topic of discussion was "Is UNESCO a Path to Peace?" The program was televised on November 4 and rebroadcast on radio on November 10.

4. On Dorothy Gordon's "New York Times Youth Forum" of October 28, mention was made of "About 100 Books" and the book was shown to the TV audience. The program was rebroadcast on radio on November 3.

5. Paul Tripp's CBS TV show "On the Carousel" of November 24 made mention of "About 100 Books."

6. Producer of "Captain Kangaroo" children's TV show interested in dramatizing the stories in "About 100 Books."

7. Submitted Middle East background material to producer of "Update," new CBS radio program designed to bring listeners up to date on situation in critical areas, such as Poland, Israel and Hungary.

8. WRCA-TV will televise Israel film, "The Magnetic Tide." WPIX is planning to show this film at some future date.

9. Publicized:
   a) National Labor Service Director, Harry Fleischman's appearance on AFL-CIO radio program, "As We See It," on November 17.
   b) Rabbi David De Sola Pool's appearance on the Dean Pike Program scheduled for December 2 from 5:00-5:30, Channel 7. Also secured special props for program.
   c) CCRM's theatre benefit on November 16.
10. Brought area director's memorandum on Gerald L. K. Smith's television appearance to attention of AJC lay member in TV field and transmitted his suggestion on handling of this matter to area director.

11. Prepared list of radio and TV news analysts and their scheduled broadcasts for monitoring by staff of Department to determine attitude on Middle East situation. Also monitored TV program on Ted Mack's Israeli troupe of amateur entertainers and NCCJ's San Francisco radio program, "Operation Brotherhood."

12. Distributed to key people AJC Statement on Middle East, Fact Sheet on Arab Refugee Dilemma and "Of Freedom and Faith."


15. Met with Projects Director of Broadcast Music, Inc. to discuss cooperation between their organization and ours.

16. Met with Richard Hefner, producer of NBC-TV program, "Open Mind," to discuss possible presentation based on "The People Take the Lead."

17. Radio and TV staff member lectured on television script-writing to YWCA class.

18. Met with Sam Slate, Program Director of WCBS, to discuss program possibilities.

19. Researched and outlined a series of Passover program story ideas for use by CBS-TV next spring.

20. Made arrangements for our four NBC "People Take the Lead" radio programs to be listed in the National Tape Recording Service catalogue. Operated as a joint enterprise by DAVI (Department of Audio-Visual Education of the National Education Assn) and AERT (Association for Education by
Radio-Television), these program have been transferred to electronic tape and copies can be ordered from the catalogue by educational institutions and groups all over the country.

21. Reviewed "Superman" spots for story and treatment ideas.

III. ORGANIZATIONAL AND STAFF WORK

1. Meeting with staff to discuss AJC's role in religious TV broadcasting.

2. Completed draft of second part of Program Statement and Budget for submission to Office of Planning and Control.

3. Prepared memoranda on Film Treatment for 50th Anniversary.

4. Prepared memorandum for Dr. Kertzer to help promote kinescopes of TV programs "The Red Box" and "A Night of Vigil."


6. Prepared memorandum on series of Arab Information Center radio programs for staff distribution.
THE AMERICAN JEWISH COMMITTEE

TO: Alfred L. Bernheim
FROM: Milton E. Krents

MASS MEDIA DIVISION
RADIO AND TELEVISION SECTION
REPORT FOR DECEMBER, 1956

I. EVENTS AND PROBLEMS IN FIELDS OF WORK

NBC is going to make available its network facilities to the country's 22 non-commercial TV stations. Acting in cooperation with the Educational Television and Radio Center of Ann Arbor, Michigan, NBC will provide three half-hour programs a week for a 26-week period. The programs will go out live over the network's lines at a time -- probably 6:30 P.M. -- when the relay facilities are not being employed for dissemination of NBC's regular commercial schedule. In addition, there is a chance that the Educational Center alone may furnish two additional half-hour programs under the same set-up.

II. ACTIVITIES

1. Prepared memorandum on proposed radio and TV coverage of 50th Anniversary celebration.

2. Distributed Fact Sheet on Human Rights Day and 1957 edition of "The People Take the Lead" to key commentators and network personnel.

3. Prepared memorandum on TV spots for presentation to Fund for the Republic.

5. Sent copies of "About 100 Books" to Educational TV station libraries throughout the country.

6. Staff member invited to address Capitol District Board of Rabbis in Albany on January 16th.

7. Rabbi De Sola Pool appeared on the December 2 Dean Pike program and discussed the Festival of Chanukah with Dean Pike and his family.

8. Met with Richard Hefner, producer of "Open Mind." The program of February 17 will be based on "The People Take the Lead."

9. Research for television program on a year-end review of civil liberties for WRCA-TV program, "Open Mind."

10. Met with Pamela Ilott, CBS producer, and Selma Hirsh to discuss dramatization of "The Fears Men Live By" on February 10 program of "Lamp Unto My Feet."


13. Reported on Radio and TV coverage of 50th Anniversary at Mass Media Education Committee meeting of December 12.


15. Worked up series of ideas for television spot announcements.

16. Investigated incident during Siobhan McKenna's appearance on Mike Wallace's "Night Beat" program, December 12.

17. Prepared congratulatory letters for transmittal to Danny Kaye, Ed Murrow and Fred Friendly re UNICEF show, "The Secret Life of Danny Kaye."

18. Arranged meeting with WPIX, New York City, to discuss "Unfinished Business" series.

20. Met with program manager of Station WRCA-TV to discuss "Unfinished Business, USA" series.
22. Arranged meeting with Mrs. Virginia Stein of Educational Television and Radio Center to work out mutually useful cooperation.
23. Attended meeting of Committee on Education by Television of National Social Welfare Assembly.

III. ORGANIZATIONAL AND STAFF WORK

1. Prepared analysis and memorandum on NCRAC pamphlet, "The Use of Mass Media of Communication for Community Relations Purposes."
2. Developed idea for presentation of Riverton study information to Jewish community.
3. Exploring with Fred Baker the possibility of an international TV project.
4. Met with Harry Winton to discuss Panel of Americans TV series on coast.
5. Met with Fred Schreiber to discuss TV film situation on west coast.