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

MASS MEDIA DIVISION
RADIO AND TELEVISION SECTION
REPORT FOR JULY-AUGUST 1957

II. ACTIVITIES

1. Arranged for recordings of AJC's Half-Century banquet proceedings.
2. Attended meeting to discuss 10th Anniversary celebration of Report of President's Committee on Civil Rights.
3. Arranged meeting with Rabbi Philip Hiat to discuss publication of rabbinical TV manual.
4. Dr. S. Andhil Fineberg delivered prayer on July 10 and Rabbi Emanuel Seidman on August 14 on WOR's "News on the Human Side" program.
5. Supplied material to Rabbi Vanderwalde of Gloversville (one of attendees at Schenectady TV Workshop) for possible radio show.
6. Attended meeting at ADL to discuss monthly audio-visual guide to be published jointly by AJC and ADL.
7. Met with Area Director Ira Gissen to discuss possibility of a TV workshop at Hebrew Union College.
8. Arranged for participation of Rabbi Theodore Adams on WCBS Radio Workshop's "Meditations on Ecclesiastes" which took place on Sunday, June 23, over CBS Network. Other participants included Senator John Kennedy, Father Lawrence J. McGinley, President of Fordham University. Edward R. Murrow was the narrator.
9. Contacted leading news commentators to get radio and TV coverage of AJC delegations meeting with the Pope and of publicizing Pope's statement on the refugee problem.
10. Arranged special interview for Irving M. Engel on NBC "Monitor" radio program Sunday, July 28, NBC radio network. Mr. Engel discussed his recent visit to the Vatican.

11. Also arranged another special interview for Irving M. Engel on August 2 over CBS "This Is New York" program.

12. At request of network, researched information on an organization requesting free air time.

13. Met with CBS producer to arrange for time for High Holy Day program this fall. Under consideration is a Touro Synagogue High Holy Day service with President Eisenhower delivering a New Year's message from Newport, Rhode Island.

14. Corresponded with our Washington contact, Nathaniel Goodrich, re his attempt to influence President Eisenhower (through Maxwell Rabb) in making appearance on High Holy Day telecast.


16. Met with producer of WNBC "Open Mind" to discuss program for 10th Anniversary of Report of President's Committee on Civil Rights.

17. Prepared letters to news commentators suggesting they give coverage to new states instituting desegregation in schools, using 10th anniversary of Report of President's Committee on Civil Rights, as a peg to record civil rights progress.

18. Arranged and attended conference for Alfred L. Bernheim with David Driscoll, WCBS Director of Public Affairs Department, to discuss guest assignments on "This Is New York" radio series which recently scheduled James Madole of National Renaissance Party.

19. Met with Dr. Walter Zand, AJC Chicago Area Director, to discuss forthcoming Chicago Rabbinical TV Workshop, in which we will cooperate and participate.
20. Suggested ideas to Isaiah Terman for educational television programs instituted by Milwaukee Public Schools.

21. Analyzed survey made by Isaiah Terman to area directors and CRCs in connection with proposed series of local radio spot announcements to be used by Mayor's Unity Committees throughout the country.

22. Corresponding with American Jewish Archives re possible alternate story idea for CBS High Holy Day telecast.

23. Met with Mr. Samuel Gertz of Gertz Printing Company and AJC staff members to finalize plans for publishing Rabbinical TV Workshop Manual.

24. Met with Richard Pak, Radio and TV director of Westinghouse Broadcasting Company, to discuss plans for development of interreligious TV workshops under his company's auspices.


III. ORGANIZATIONAL AND STAFF WORK

1. Met with Dr. Morris N. Kertzer to plan and made suggestions for forthcoming memorandum he is preparing on religious television and its relationship to the AJC.
TO: Alfred L. Bernheim  
FROM: Milton E. Krents  
DATE: October 7, 1957  

MASS MEDIA DIVISION  
RADIO AND TELEVISION SECTION  
REPORT FOR SEPTEMBER 1957  

I. TRENDS  

The Encyclical Letter of Pope Pius XII, made public recently, directs that Bishops in each country establish without delay a national office which would apply to television the same procedures now operating in the Legion of Decency.

The networks are seriously concerned lest this action result in a growing vacuity and innocuity of television. They fear that the TV screen will succumb to cultural and intellectual sterility, to an emptiness of purpose which does nothing to buoy a viewer's mind, his spiritual faith or his awareness of the huge and complex issues which impinge on his life.

II. ACTIVITIES  

Tenth Anniversary of Report of President's Committee on Civil Rights  

In observance of this historic event and of Human Rights Day, the following have already agreed to schedule programs:

a. New York Times Youth Forum - TV  
b. Open Mind - TV  
c. Tex 'n Jinx - Radio  

Letters inviting leading personalities to submit one-minute statements on civil rights for use as radio spot announcements are being sent out.
Pursuit of Equality

1. Broadcast Music Incorporated had accepted this book for review on Book Parade, providing the review is written by an outstanding Catholic or Protestant prelate or layman. Plans are being made to contact such a person.

2. On October 31, at 12 noon, Irving M. Engel will be interviewed in connection with this book on Public Service Forum over radio station WEVD.

High Holy Days

1. Irving M. Engel's High Holy Day Message was taped for broadcast overseas by the Voice of America.

2. Rev. Dr. David de Sola Pool, Rabbi Emeritus of the Spanish and Portuguese Synagogue, was interviewed in connection with the High Holy Days on radio program, This Is New York, Wednesday, September 25.

3. There was considerable interest in our idea to have CBS televise President Eisenhower's delivery of a High Holy Day Message from Touro Synagogue during his stay in Newport, R.I. Unfortunately, the problem of desegregation in Little Rock, Arkansas required his complete attention and the plan never materialized.

4. Arranged for Rabbi Kertzer to deliver High Holy Day prayer on Lyle Van's October 9 News on the Human Side program. Additional time has been allotted for this special prayer.

Mary McLeod Bethune

1. Broadcast Music Inc. will ask Emma Gelders Sterne, author of the book, to write a review on Mary McLeod Bethune for the American Story, to be distributed to all BMI local radio station membership throughout the country.
TV Workshops

1. A rabbinical TV workshop sponsored by the Chicago Chapter and the Chicago Rabbinical Association will be conducted in Chicago on November 20. Dr. Kertzer will be a participant.

2. Continuing discussions on proposed workshop to be sponsored by Cincinnati AJC and Hebrew Union College.

3. Have received request for information and material for possible ministerial TV workshop in Dallas.

Meetings


2. Met with Joe Kenas to discuss first issue of AJC-ADL audio-visual guide in human relations field.

3. Attended meeting to discuss objectionable remarks made by Ben Gurion in his broadcast on NBC's Wisdom series.

4. Attended meeting to discuss Mass Media Education Committee agenda for October 25 meeting.

5. Attended meeting of Committee on Education by Television.

6. Attended meeting on 10th Anniversary Observance of Report on President's Committee on Civil Rights.

7. Luncheon meeting with Arthur Hungerford, Executive Director of Metropolitan Educational TV Association, to inspect their new TV studios and to discuss future cooperation between META and AJC.

National Council of Catholic Men

Attempting to interest this group in presenting Catholic TV program on AJC delegations' visit to the Vatican.
Miscellaneous

1. NBC's Tex 'n Jinx program publicized CCRM theater benefit on Thursday, September 26.

2. Rabbi Benjamin Sincoff appeared on Lyle Van's September 11 News on the Human Side program.

3. Secured print of new film produced by Arab Information Center for staff viewing.

4. Joint memorandum sent out by AJC-ADL publicizing "Dead Sea Scrolls" TV program of October 2.

5. Submitted three human relations story ideas to "Telephone Time" program, a dramatic series on ABC-TV network.

6. Set up preview at NBC for AJC screening of Ben Gurion TV program which was presented on NBC-TV network, Sunday, September 29.

7. Checked the propriety of Westinghous Electric Co. stage presentation script.

8. Working with J. G. Gude, news commentator representative on new contacts in the Radio and TV news area.
II. ACTIVITIES

10th Anniversary of Report of President's Committee on Civil Rights

1. Met with CBS director of Religious Broadcasts to discuss possibility of a special half-hour TV program in observance of Bill of Rights Day (December 15) and the tenth anniversary of the Report of the President's Committee on Civil Rights.

2. Met with producer of CBS's Camera Three TV program for purpose of discussing possible program dealing with one aspect of civil rights.

3. Discussing with NBC radio producer possibility of civil rights program on Family Living '57, radio series.


7. Met with Doris Corwith of NBC to discuss possibility of placing guest on NBC TV series Meet the Press or Youth Wants to Know for Bill of Rights Day.

8. Contacted the Galen Drake radio series on CBS network for possible tie-up with Bill of Rights Day celebration.

9. Met with Chet Huntley, NBC-TV news commentator, for a possible spot on his TV program Outlook in connection with Bill of Rights Day.
Miscellaneous

1. Dr. Julius Mark, Rabbi of Temple Emmanuel and Vice-President of the Synagogue Council of America, appeared on NBC's *Life in the World* radio program on October 16. The program dealt with an interfaith discussion of the spiritual and religious aspects of the satellite.

2. Dr. Daniel Poling has consented to write a review of *The Pursuit of Equality* for distribution by Broadcast Music, Inc. to radio stations throughout the country.

3. Met with director of United Church Women to discuss cooperation between our agencies in the radio and TV fields.

4. Attended communications dinner sponsored by United Church Women at the Riverside Church.

5. Prepared a memorandum on radio and TV highlights for '57 for Dr. Slawson.

6. Mr. Irving M. Engel was interviewed in connection with *The Pursuit of Equality* over radio station WEVD on October 31.


8. The kinescope of "Ready, Mr. Rosewater?" was shown at the Indianapolis Chapter's 50th Anniversary meeting on October 28. It is also being considered for showing at Louisville Chapter's 50th Anniversary meeting.

9. Met with director of Film Division to discuss radio and TV promotion of "The Princess in the Tower."

10. Met with Mr. J. G. Gude, representative for well-known radio and TV news commentators, who suggested new contacts for us in this field.

11. At the request of the National Council of Jewish Women, assisting them
in TV interfaith project scheduled for TV presentation by major faith women's groups in America.

12. Continuing discussions on rabbinical TV workshops in Chicago and Cincinnati.

13. Rabbi Morris N. Kertzer delivered special High Holy Day prayer on October 9 WOR News on the Human Side radio program.
II. ACTIVITIES

Bill of Rights Day

1. "The Trophy," a dramatization dealing with the problem of discrimination in a college fraternity, will be presented by ABC-TV (Channel 7) on Sunday, December 15, 9:30-10:00 P.M. (EST). The script was written by Irve Tunick. We are attempting to secure Judge Learned Hand as the guest speaker.

2. Senator Herbert Lehman will be interviewed on the Tex 'n Jinx program of Thursday, December 12. The program is broadcast on WRCA radio (660) from 10:30-11:45 P.M.

3. The topic for the December 15 New York Times Youth Forum will be "Are We Living Up to the Bill of Rights?" The special guest will be John Lord O'Brian, constitutional lawyer. The program will also feature the AJC's 10th anniversary edition of "The People Take the Lead" and will be televised over WABD-TV (Channel 5, New York) from 12:00 Noon to 12:30 P.M. It will also be broadcast on radio station WQXR on Saturday, December 21 from 10:30-11:00 A.M.

4. Open Mind program of Sunday, December 15, will discuss "Civil Rights Progress in 1957." Panelists include Irving M. Engel and Roy Wilkins, Executive Secretary of the NAACP. We are attempting to secure Monsignor Lalley of Boston as the third panelist. Richard Heffner, producer of the program, will serve as moderator. "Open
Mind" will be televised over WRCA-TV (Channel 4, New York) and over WGBH-TV (Channel 2, Boston) from 12:30-1:00 P.M. (EST).

5. Six headliner spot announcements featuring Eddie Cantor, Althea Gibson, Benny Goodman, Father John LaFarge, Eleanor Roosevelt, and Walter Reuther have been distributed to 2,500 radio stations throughout the country.

6. Prepared a list of available Radio and TV materials for observance of Bill of Rights Day.

Miscellaneous

1. We are attempting to interest META in presenting "The Princess in the Tower" on its educational TV station, followed by a panel discussion of the subject matter of the film.

2. A review of Pursuit of Equality, with Daniel Poling as the guest reviewer, has been sent to Broadcast Music, Incorporated for distribution to radio stations throughout the country.

3. Continued to advise and to supply material for Chicago Chapter TV Workshop scheduled for December 3.

4. Supplied National Council of Churches with material for projected TV program on Mary McLeod Bethune.

5. Rabbi Israel Mowshowitz appeared on "News on the Human Side" radio program of November 6.

6. Prepared list of Radio and Television editors of major newspapers throughout the country for Publicity Department's use in promoting radio and TV material.

7. Religious TV manual and flyer was distributed to all television station program directors in the United States.

8. With Ethel Phillips, we are attempting to interest a network TV
program in presenting a review of 10 years of civil rights progress. Ex-president Harry Truman is agreeable to presiding over such a telecast with members of his President's Committee on Civil Rights.

Meetings

1. Met with Arthur Hungerford, director of operations for the Metropolitan Educational Television Association to discuss possible cooperation between AJC and META.

2. Met with representatives of Broadcasting and Film Commission and The National Council of Catholic Men to discuss projected tri-faith program on "Spiritual Motivation of American Women in Public Service" for Wide, Wide World NBC panorama TV show. We will serve as advisors to National Council of Jewish Women, which will be actively involved in the program.

3. Attended meeting of Committee on Education by Television.

4. Attended staff meeting to discuss suggestions for two new TV programs planned by NBC: one a children's news program and, the other, a series on Communism vs. democracy.

5. Attended evening meeting of Mass Media Education Committee.
TO: Alfred L. Bernheim
DATE: December 26, 1957
FROM: Milton E. Krents

MASS MEDIA DIVISION
RADIO AND TELEVISION SECTION
REPORT FOR DECEMBER, 1957

II. ACTIVITIES

In observance of Bill of Rights Day and the Tenth Anniversary of the Report of the President's Committee on Civil Rights, the following radio and television programs were presented:

1. "The Trophy," a dramatic presentation dealing with the problem of discrimination against Jews in a fraternity at "Westbury College" was televised on Sunday, December 15 (ABC Television, Channel 7, 9:30-10:00 P. M. EST.) Featured in the cast were Robert Webber and Conrad Janis. The script was written by Irve Tunick. The program was carried by 50 television stations throughout the country.

2. "Civil Rights Progress in 1957" was the subject discussed on the Open Mind program of Sunday, December 15. Irving M. Engel, President of the American Jewish Committee, was a member of the panel. Other panelists were George Hunton, Secretary of the Catholic Interracial Council, and Kenneth Clark, Professor of Psychology, CCNY. The Open Mind was televised over WRCA-TV (Channel 4, New York) and over WGBH-TV (Channel 2, Boston) from 12:30-1:00 P. M. EST. The program was also rebroadcast over WRCA radio from 12:00 Midnight to 12:30 A. M. the same evening.
3. "Are We Living Up To Our Bill Of Rights?" was the question discussed on the New York Times Youth Forum on Sunday, December 15. The special guest for this Bill of Rights Day program was John Lord O'Brian, constitutional lawyer and Medal of Merit winner. The program also featured the AJC's 10th Anniversary edition of The People Take the Lead. The Youth Forum, which is moderated by Dorothy Gordon, was televised over WABD-TV (Channel 5, New York) from 12:00 Noon to 12:30 P. M. It was also broadcast on radio station WQXR on Saturday, December 21, from 10:30-11:00 A. M.

4. Senator Herbert H. Lehman made suggestions for additional federal civil rights legislation and discussed The People Take the Lead in his interview on the Tex 'n Jinx radio program of Thursday, December 12. This program was broadcast over Station WRCA (660) from 10:30-11:45 P. M.

Other activities included:

5. The radio spot announcements featuring Althea Gibson, Eddie Cantor, Benny Goodman, Eleanor Roosevelt, Walter Reuther and Father LaFarge were sent to radio stations throughout the country. Reply cards indicate that the spots were used in almost every state in the Union.

6. Mailed The People Take the Lead to key radio and TV people.

Miscellaneous

1. The Chicago Chapter of AJC and the Chicago Rabbinical Association held its first rabbinical television workshop on December 3.

Meetings

1. Met with women representing Catholic, Protestant and Jewish groups which are cooperating on the presentation of a tri-faith program on "Moral and Spiritual Motivation of American Women in Public Service" for Wide, Wide World NBC panoramic TV show consideration. We are serving as television program advisors to the National Council of Jewish Women.