A meeting attended by Messrs. David Danzig, Alfred Bernheim, Morris Kertzer, Milton Krentz and Robert Disraeli was held in the conference room on June 21st concerning the subject matter above.

Clarification was reached whether or not A.J.C. should present over the air subject matter on Jewish life, culture, thought and religious observances in relation to their meaning in contemporary American civilization.

Mr. Danzig asserted that discussion about A.J.C.'s activity using such subject matter had been decided in the affirmative sometime ago. Furthermore Messrs. Kertzer and Krentz had been assigned to formulate proposals on what the A.J.C. role should be and Mr. Danzig wanted to know when such a draft of these proposals would be ready.

Dr. Kertzer said he would have a first draft of these proposals on August 1st.

Mr. Disraeli requested to be a member of the formulating committee. This was agreed upon.

Dr. Kertzer asked why he was not involved in the Schlaifer subcommittee of the mass media committee.

Mr. Bernheim replied this was not anyone's fault and that the subcommittee had only met once and will not meet again until the fall.
In Dr. Kertzer's opinion it is not necessary in Mass Media to emphasize religious worship forms but instead the prophetic and ethical values of Judaism as related to the American scene could be shown. Jews have a psychological advantage over Christians. It is easier for the Jews to present their values to the Christians than the reverse. He believed we did not have to apologize for the Jewish "image."

Mr. Krentz brought up the matter of the t.v. workshops for rabbis. A number of requests have come from Cincinnati, Chicago, Kansas City and Miami. Cincinnati is the most immediate one. Mr. Bernheim believed that if workshops were set up in each one of these cities, staff time and expenses would exceed available budget. It was suggested that the Cincinnati group be asked to pay at least half or more of the expense which would be incurred by A.J.C. for a workshop to be held in that city.

The meeting began at 11:10 and finished at 11:50 A.M.
TO: ROBERT DISRAELI
FROM: ALFRED L. BERNHEIM

I would like the minutes of the meeting of June 21 on "Jews and Judaism over the airways" to be amended by the inclusion of a statement reading as follows; or, if you prefer, to have the statement circulated separately as an annex to the minutes:

Mr. Bernheim expressed a strong disagreement with the conclusion of the meeting. He was opposed to the AJC giving more than a minor and distinctly subordinate role to religious and quasi-religious broadcasts. He considers programs of this nature to be of value only for the edification of the Jewish community and for institutional promotion. He questions whether they have any appreciable effect on attitudes toward Jews, and on advancing AJC programs in such important fields as, for example, civil rights and civil liberties, social discrimination, or Israel. He considers the latter objectives - creating favorable attitudes and furthering AJC programs - to be much more important than the objectives at which, as he sees it, religious broadcasts are aimed. Consequently the bulk of the human and material resources that are available should be devoted to them.

In elaborating on his position, Mr. Bernheim pointed out that public opinion polls conducted by the AJC over a considerable number of years have never given the slightest indication that anti-Jewish attitudes are based upon, or rationalized by, hostility to the Jewish religion, Jewish culture, or Jewish customs, ceremonies or traditions.
Finally, Mr. Bernheim reminded those present that there is a Subcommittee of the MMEC which is charged with the duty of formulating the goals of an AJC radio and television program. While staff should do what it can to assist this Subcommittee in its work, we must bear in mind that under the circumstances no staff position can determine our broadcasting goal until it has had lay approval. Mr. Bernheim expressed his belief that the Subcommittee would be sympathetic to his point of view rather than to that of the other members of the staff group which met on June 21.

Note: This is a copy which is being sent to Messrs. Danzig, Kertzer and Krentz.