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

DATE: June 25, 1958

MASS MEDIA DIVISION
RADIO AND TELEVISION SECTION

REPORT FOR JUNE, 1958

II. ACTIVITIES

1. "The Trophy", telecast on the ABC-TV network in observance of Bill of Rights Day 1957, won a 1958 Robert E. Sherwood award. Presentation was made at the Hotel Pierre in New York City by Mrs. Eleanor Roosevelt. These awards are presented by the Fund for the Republic each year to those television programs which deal most effectively with the subjects of freedom and justice. The event was publicized among our membership. As a result of this award we are planning greater promotion of kinescopes for educational use.

2. Six one-minute radio spots announcements have been mailed to 2800 radio stations throughout the county for broadcast before and on Independence Day, July 4, 1958. Featured are Jack Benny, Pat Boone, Judy Holliday, George Meany, Jackie Robinson and Frank Sinatra. Reply cards have been enclosed to determine the interest of the stations in this type of material on a regular basis. Area directors have been asked to follow up on this project.

3. Attempting to interest NBC radio program "Family Living '58" in scheduling a program on the family's role in reducing prejudice.

4. Met with representatives of the Synagogue Council of America to discuss ideas for possible cooperative High Holy Day program over
CBS-TV. Several possible formats were suggested. Met with CBS official for same purpose.

5. Met with representatives of Broadcasting and Film Commission and National Council of Catholic Men to discuss proposed tri-faith institute on television. Tentative date set for institute is October 2, 1958. Theme for institute will be "How to make the most effective use of television in the name of religion." The participants would include clergy and lay leadership directly involved in broadcasting activities for their respective groups.

6. Discussed with ABC public affairs official possibility of TV presentation of "You Hold The Key" for 10th Anniversary of Universal Declaration of Human Rights, during U.N. week in October.

7. Met with AJC program directors and other staff members to discuss move by NCRAC to organize Jewish Radio and TV commission in New York.

8. Met with Dr. Everett Parker, Director of Communications, of United Church of Christ, and AJC department head to discuss proposal for joint TV series which would analyze contemporary American civilization against the background of Judeo-Christian tradition. Further discussions of this proposal were held with AJC program director and other members of staff.

9. Previewed films dealing with U.S. Supreme Court decisions of modern times, involving a question of constitutional interpretation. Films were produced by Center for Mass Communicating for the Educational Television and Radio Center.

10. Drafted letter for Mr. Engel to send to Edward R. Murrow re possible JDA Human Rights award for October presentation.

12. Dr. S. A. Fineberg delivered prayer on June 18 WOR "News on Human Side" radio program.

13. At the request of staff member secured information for Panel of Americans on Ted Mack Summer Camp.

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

DATE: July 29, 1958

MASS MEDIA DIVISION
RADIO AND TELEVISION SECTION

REPORT FOR JULY, 1958

11. ACTIVITIES

1. Public Affairs Department of the Columbia Broadcasting System approved our suggestion for a special half-hour High Holy Day television program featuring Marc Chagall. Plans are now under way to secure the artist's participation. The program will be jointly sponsored by the American Jewish Committee and the Synagogue Council of America.

2. A tentative program has been drawn up for the Tri-Faith Institute on Television to be held at the Carnegie Endowment Center on October 2. The program will include a session on self-evaluation followed by a critical evaluation of religious programming by a panel of experts. The luncheon session will feature a report of the Fund for the Republic's seminar on "Religion in a Free Society" and a discussion on its implications for the broadcasting media. A third session will deal with network and local station relations. Participants in the workshop will include lay leadership of the three faith groups.

3. Met with UN staff member in charge of television services to discuss TV activities for 10th Anniversary observance of Universal Declaration of Human Rights.

   Met with CAD staff member to discuss local TV activities for same observance.

   With other staff members, met with Director of Publications
& Public Relations of Industrial Union Department, AFL-CIO, to interest them in underwriting the cost of 500 platters of recorded one-minute headliner spots for this observance. Provided information for formal presentation of idea to IUD.

4. Received tremendous response to our Independence Day Radio Spot Announcements distributed to radio stations throughout the country. We now have a list of over 500 radio station program directors who would like to receive like material on a regular basis.

5. Met with executive director of Paterson, N.J. Jewish Community Council to aid him in his local TV program planning.

6. Rabbi Emanuel Seidman appeared on the July 16 "News on The Human Side" radio program.

7. Met with staff members in charge of building plans for Institute of Human Relations to discuss needs of Radio & TV Division. Supplied information on necessary equipment.

8. At request of staff members, secured transcripts of Mike Wallace interview with Monsignor Lally, and NCC program on minority groups.

9. Met with chairman of film project for Committee on Education by TV of NSWA to discuss film series in Social Welfare field.
I. EVENTS AND PROBLEMS IN FIELDS OF WORK

United States television and radio stations, long too timid to editorialize, are beginning to air their own opinions on public issues. TV stations in San Francisco, Cincinnati and Miami have adopted regular weekly programs stating their positions on controversial subjects. Station KSAI in Cincinnati fought a smear campaign against a Negro running for election to the City Council. In Miami, WTVJ presented a hard-hitting editorial on the recent Miami and Nashville synagogue bombings. In the radio field, Station WMCA in New York City has been presenting a regular series of radio editorials covering subjects from integration to support of the United Nations. It is hoped that this trend will stimulate other stations to make themselves heard on important issues facing the nation today.

II. ACTIVITIES

1. "Tell Thy Son," a special Passover Seder Service program, was presented on the CBS Television Network Sunday, March 30, in cooperation with the American Jewish Committee. Dr. Morris N. Kertzer served as host with his family. Miss Cathy Pike, daughter of Dean James A. Pike, Episcopal Bishop-Designate of California, was the special guest on the program.

2. Staff member attended Westinghouse Broadcasting Company Conference in Baltimore on March 8. The session dealt with the problems and
patterns of national service organizations in their use of radio and television on the local level.

3. The "Open Mind" television program on civil rights progress, on which Mr. Irving M. Engel was a participant and to which we served as consultants, won the 1957 Freedoms Foundation award.

4. Mr. Irving M. Engel will appear on the Jewish Theological Seminary's "Eternal Light" May 4 radio program commemorating the 10th Anniversary of the State of Israel, NBC radio network.

5. Supplied background material to Broadcast Music Incorporated for "Milestones" program on 10th Anniversary of UN Declaration of Human Rights.

6. Submitted suggestion for local TV panel discussion for 10th Anniversary of UN Declaration of Human Rights.

7. Attempted to secure radio and TV coverage for Mrs. Roosevelt's presentation of In Your Hands to chairman of UN Commission on Human Rights.

8. Supplied Cincinnati Jewish Community Council with information on Edward R. Murrow, whose participation he is trying to secure for his forthcoming Israel Tenth Anniversary celebration in Cincinnati.


10. Copies of flyer on "The Trophy" were sent to Deans of Student Associations in colleges throughout the country.

11. "The Trophy" was used by the JDA for a Long Island five-town JDA board meeting to stimulate participation in fund raising drive.


13. Attended meeting of American Immigration Conference to discuss technique for documentary film on immigration.
14. Secured tapes of TV program on fraternity discrimination for auditioning by staff members.

15. Secured tape of radio program on discrimination in housing for auditioning by staff members.


17. Prepared a report on AJC radio and TV activities for 1957 for Morris Fine.

18. Formulating ideas for 6th Annual Rabbinical TV Workshop to be held early in June.
TO: Alfred L. Bernheim  
FROM: Milton E. Krents  
DATE: May 28, 1958

MASS MEDIA DIVISION  
RADIO AND TELEVISION SECTION  
REPORT FOR MAY, 1958

II. ACTIVITIES

1. With National Council of Catholic Men, National Council of Churches of Christ, and New York Board of Rabbis, the New York Chapter of AJC is planning the first tri-faith institute on radio and television. Date is tentatively set for the latter part of June.

2. Met with CBS director of religious programs to discuss possible program for High Holy Days in September.

3. Arranged for meeting with the Rev. Everett Parker to discuss a possible new TV series on ABC network based on the Judaeo-Christian traditions.

4. Met with director of NBC's Public Affairs Department to discuss possible program for 10th anniversary of Universal Declaration of Human Rights for UN week in October.

5. Met with director of CBS Public Affairs to discuss possible special program for 10th Anniversary of Universal Declaration of Human Rights and also program for High Holy Days.

6. One-minute radio spot announcements for July 4th broadcast have been mailed to popular national figures for their signatures. To date acceptances have been received from Jackie Robinson, Pat Boone and George Meany. A set of these spots will be sent to every radio station throughout the country.
7. With other members of staff, met with director of Planning and Control to discuss move by NCRAC towards centralized control of Jewish radio and TV.

8. Arranged to have flyer of "The Trophy" distributed to directors of human relations workshops to be held this summer.


11. Distributed sets of resolutions adopted at 51st Annual Meeting to network public affairs officials.

12. At request of staff secured transcripts of ABC UN radio program and Niebuhr interview on ABC-TV "Mike Wallace" program.

13. Attended meeting of Mass Media Education Committee.
II. ACTIVITIES

1. Staff member acted as radio and TV consultant for consultation on "Youth in Community Affairs" sponsored by Youth Committee of National Social Welfare Assembly. "Family Living '58" NBC radio series devoted a special program to this subject.

2. Arranged for "This Is New York" CBS radio interview with David McDonald, President of United Steelworkers, and Governor Harriman in connection with May 1 New York premiere of United Steelworkers' film, "Burden of Truth."

3. In connection with 10th Anniversary of UN Declaration of Human Rights, prepared list of dramatic TV shows currently on air. Met with staff member and members of national groups promoting celebration of 10th Anniversary of Universal Declaration of Human Rights to discuss possible TV coverage of the event.

   Met with Mrs. Margaret Bender of Methodist Board of Missions and Mrs. Ethel Phillips to discuss possible organizational half-hour TV dramatic program based on radio script "You Hold the Key." Now approaching networks for possible time period during UN week in October.

4. With other staff members, met with the Rev. Dr. Everett Parker of National Council of Churches to discuss proposal for a TV film on Judaism in NCC's "Off to Adventure" series, presented
over 108 stations. Limited budget makes it impossible to underwrite the project at this time.

5. Met with staff members and Rabbi Philip Hiat of the New York Board of Rabbis to discuss 1958 Rabbinical TV Workshop. It was proposed that this year we sponsor a tri-faith workshop on public service religious time in cooperation with the National Council of Churches and National Council of Catholic Men. Tentative date set for workshop is June 10.

6. Auditioned tape recording of Chicago Chapter's Brotherhood Week TV program on "Pursuit of Equality" for CAD staff members.

7. A print of "The Trophy" has been sent to the Alpha Sigma Psi fraternity at Middlebury College, Vermont for showing from May 19 through June 9. The story of "The Trophy" is that of Alpha Sigma Psi's break from its restricted national organization.

   Continuing promotion of "The Trophy" among key audio-visual personnel in public schools and library systems in states and large cities.


9. Arranged for kinescope showing of "Tell Thy Son" AJC-CBS Passover Seder telecast to be shown to ABC-TV network officials with possibility of their producing similar holiday program in cooperation with AJC.

10. Publicized radio and TV programs in commemoration of 10th Anniversary of State of Israel.

11. Attempted to secure radio and/or TV coverage for AJC Annual Meeting.

12. At Dr. Slawson's request, secured from CBS kinescope of Marian Anderson program "Lady from Philadelphia." Arranged for staff viewing.
13. Attended meeting of Steering Committee of Committee on Education by Television of National Social Welfare Assembly.

I. EVENTS AND PROBLEMS IN FIELDS OF WORK

In this electronic age the spectre of pay television has made its appearance in numerous newspaper and magazine stories, as well as hearings before Congressional Committees and the Federal Communications Commission. Briefly the situation is as follows: Several companies want to start subscription television in the United States. They feel that many people would be willing to pay 50¢ to $1.00 to see a new movie, play or sporting event or other TV attraction on their sets at home. Those who do not pay to see these special events would be able to watch regular network shows free. Numerous polls have been conducted on this subject, for example, an Elmo Roper poll in Columbus, Ohio revealed that under the most favorable circumstances 62% of the people interviewed were against pay TV. When interviewees were told that pay TV might eventually do away with free TV, opposition rose to 87%.

The Federal Communications Commission recently issued a statement giving a partial green light by offering to have pay TV for a public trial on a limited basis for a period of three years. It issued a further order stating that no pay TV applications would be acted upon until March, 1958. Five senators and twenty representatives have come out publicly against what they call "gas meter" television and question whether the FCC has the power to authorize trial tolls. In the interim, the battle has been joined by strong opposition by the three national
TV networks. Dr. Frank Stanton of CBS, Robert Sarnoff of NBC and Leonard Goldenson of ABC have appeared before the House Interstate and Foreign Commerce Committee. They have requested that the FCC drop its application for pay TV tests in March and that Congress now attempt to umpire this new means of communication rather than the FCC. All of the network presidents have stated emphatically that pay TV could considerably weaken the present structure of American television broadcasting and, in particular, do away with the fine public service programs that their organizations are able to present to the American public on a free basis.

It would be well for the AJC to watch this situation, since many experts in the field feel that pay TV will eventually be added to the broadcasting spectrum as a new medium of communication. Of special concern to us is the question of whether public service programming would suffer as a result of this new broadcasting innovation.

II. ACTIVITIES

1. Plans are under way for the promotion of the kinescope of our successful Bill of Rights Day TV program, "The Trophy," on the ABC TV network. A flyer is being prepared for distribution among church groups, schools, community centers, youth groups, clubs, human relations committees and civic organizations. The kinescope was shown at the Chicago Executive Board Meeting on January 15. Prints have been submitted by ABC to the Institute on Education by Radio-TV for an Ohio State University award, to the NCCJ, and to the Fund for the Republic for a Sherwood Award. The script has been mimeographed and requests for copies are being filled.

2. Had meeting with director of CBS Public Affairs Department to
discuss possibility of cooperating on new CBS series, entitled "The Great Challenge," Sundays 5-6 P.M. over the CBS-TV network.

3. Met with John Goetz, producer of NBC "Wide, Wide World" program to discuss possible Harry Truman telecast from Independence, Missouri on civil rights. Follow-up meetings planned.

4. Station WABD "Probe" television program had indicated a willingness to interview three people, to be suggested by us, on the subject of scientific studies of prejudice.

5. Met with Pamela Ilott, director of CBS religious programs, to discuss possible AJC Passover telecast on CBS network. Developing program ideas.

6. A Radio and Television Commission to centralize Jewish programming efforts and cooperate with Protestant and Catholic broadcast activities has been established in Chicago. The organization is partly the outgrowth of a radio-TV workshop sponsored by our AJC Chicago Chapter and the Chicago Rabbinical Association on December 3. As a further result of this workshop the Chicago Chapter will present a half-hour television program on The Pursuit of Equality on February 16. This division has made programming suggestions and submitted material to our area director.

7. Tabulation of Bill of Rights Day radio spot announcement reply cards was completed. Analysis of the replies indicated an 11% return on the mailing, with many requests for similar material. Under consideration is another set of headliner spots for broadcast on the Fourth of July.


9. Broadcast Music Inc. is considering possibility of doing "Milestones" program to commemorate 10th Anniversary of State of Israel.
10. Read script of Playhouse 90 program, "Gentleman from Seventh Avenue" to consider possible promotion.

11. Attended special meeting of Committee on Education by Television to suggest agenda and participants for 1958 Westinghouse Broadcasting Company's Public Service Programming Conference to be held in Baltimore on March 5, 6 and 7. Also attended regular meeting of same group.


THE AMERICAN JEWISH COMMITTEE

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

DATE: February 26, 1958

MASS MEDIA DIVISION
RADIO AND TELEVISION SECTION
REPORT FOR FEBRUARY, 1958

II. ACTIVITIES

1. Met with CBS Director of Religious Programs to discuss Passover TV program. Tentative plans are to televise a seder service with Dr. Kertzer's family. Attempting to secure Dean Pike's daughter as guest for program.

2. We were successful in interesting Tex and Jinx program in scheduling a television interview with Governor Harriman, Louis Glickman, and Irving M. Engel on February 27 in connection with the ground breaking ceremony of the Institute of Human Relations. Unfortunately Governor Harriman had a prior commitment and the interview had to be cancelled.

3. We secured promises of cooperation from NBC, ABC, WOR, WMCA, WPIX and the Telenews TV News Service re radio and TV news coverage of the ground breaking ceremony on Thursday, February 27.

4. Staff member has been invited to attend session of Westinghouse Broadcasting Company Conference dealing with national service organizations on March 8 at Johns Hopkins University in Baltimore. Staff member met with representative of Westinghouse to discuss agenda for March 8 meeting; also submitted questions for discussion at the session.

   Submitted report on Bill of Rights radio spot announcements for WBC Paul Revere award.
5. Met with Irving Gitlin of CBS to discuss possibilities of AJC cooperation on new Sunday CBS symposium series, "The Great Challenge."

6. Attempting to secure entertainment for AJC Annual Meeting, April 26, 1958.

7. Met with Mr. Abraham Monk to familiarize him with work of radio and TV division. Screened a number of our TV programs for him and supplied him with material which might be useful for programming in Argentina.

8. Met with D. Danzig to discuss recently established Jewish Broadcasting and Film Commission in Chicago and its implications for the New York area.

9. Because of the success of our Bill of Rights Day radio spot announcements campaign, met to discuss possibility of regular distribution of spot announcements to radio stations throughout country to prepared list of stations in cities under area directors' supervision which used spots for future contact by them.

10. At request of staff member, secured transcript of Mike Wallace Feb. 1 interview with Fulton Lewis, Jr.

11. On February 25 the Probe program (WABD-TV, Channel 5) discussed anti-Semitism in Ivy League Colleges. Brought it to attention of staff specialist and arranged to have him discuss matter with editor of program.

12. At Harry Winton's request, supplied human relations material for radio and TV to Washington State Board Against Discrimination. Sent additional material of same nature to AJC member in Seattle. At request of NAIRO executive secretary, sent Civic Unity Committee of Seattle material for human relations radio and TV series.

3. Broadcast Music Inc. is interested in doing a December Milestones program to commemorate 10th Anniversary of Universal Declaration of Human Rights for distribution to radio stations throughout the country.

The American Jewish Committee in cooperation with the Southern Regional Council was able to develop an interesting project this summer with the presentation of a special off-the-record report on trouble spots in the South by staff members of the Southern Regional Council to top network news and public affairs executives. A luncheon meeting was held at the Hotel Roosevelt on August 27 attended by Sig Mickelson, CBS Vice-President in charge of News and Public Affairs, Irv Gitlin, Director of CBS Public Affairs, John Daly, ABC Vice-President in charge of News and Public Affairs, Quincy Howe, distinguished ABC News Commentator, and John Vandercook, ABC News Commentator. NBC was represented by its Vice-President in charge of News and Public Affairs, William McAndrew, and Joseph Meyers, Manager of the NBC News Department. This was an unusual opportunity to educate important network news officials, and they showed their keen interest in the whole problem of desegregation by sitting throughout this three hour luncheon meeting.

Due to ill-health Marc Chagall the famous artist was not able to participate in a special CBS half-hour High Holy Day television program. We are attempting to develop a new program format in view of President Eisenhower's forthcoming visit to Newport: we have proposed the telecast of a visit by the President to the Touro
Synagogue in Newport. The program would be jointly sponsored by the American Jewish Committee and the Synagogue Council of America.

3. Work continues in the development of the forthcoming Tri-Faith Institute on Television to be held at the Carnegie Endowment Center on October 2. Forthcoming meeting now scheduled with the National Council of Churches and the National Council of Catholic Men on September 3 to finalize all details in connection with the project.

4. Met with ABC network to discuss possible 10th Anniversary Human Rights television program during UN week in October. ABC interested in proposed half-hour dramatic program and is attempting to clear time for it.

5. Interested "Voice of America" in using a recording by Irving M. Engel, President of the American Jewish Committee, presenting his yearly Jewish New Year message. The recording will be used throughout the world for "Voice of America" radio transmitters. Approached a number of programs such as "Tex and Jinx" and "The Fannie Hurst Program" for a possible interview with Irving M. Engel on his recent survey trip to South America.

TO: Alfred L. Bernheim  
FROM: Milton E. Krents  
DATE: October 3, 1958  

TO: Alfred L. Bernheim  
FROM: Milton E. Krents  
DATE: October 3, 1958  

MASS MEDIA DIVISION  
RADIO AND TELEVISION SECTION  
REPORT FOR SEPTEMBER, 1958  

11. ACTIVITIES  

1. Tri-Faith Institute on Television. Plans are being finalized for the Tri-Faith Institute on Television to be held on October 14 at the Carnegie International Center in New York City. Sponsoring organizations for this first conference of its kind include National Council of Catholic Men, National Council of Churches, the New York Board of Rabbis and the American Jewish Committee. Among the speakers will be Charles Van Doren, David Susskind, Gordon Alderman and Richard Heffner.  

2. 10th Anniversary of the UN's Declaration of Human Rights.  
   (a) We have already received acceptances from Marian Anderson, Roy Campanella and Leonard Bernstein in connection with our spot announcement campaign for the 10th Anniversary of the UN's Universal Declaration of Human Rights.  
   (b) "M. Y. Times Youth Forum" has agreed to do a special program on December 7 for the 10th Anniversary of UN's Universal Declaration of Human Rights, on its new outlet station WRCA-TV.  
   (c) Negotiating with ABC network for a special TV drama program to be sponsored by a number of interested organizations in observance of the 10th Anniversary of the UN's Universal Declaration of Human Rights in December.  

3. We Open The Gates.  
   (a) Radio Station WMCA mentioned booklet in several news broadcasts. May also schedule special spot.
(b) WQXR's "Other People's Business" will schedule interview with Harry Fleischman in November.

(c) "Tex 'n Jinx" program expressed interest in doing an interview with writer of booklet.

(d) "Barry Gray program" interested in scheduling interview with director of NLS.

(e) Radio station in Memphis, Tennessee, planning forum on booklet.

(f) Radio station in Wayne County, Michigan, made mention of booklet.

4. The Trophy.

(a) Planning further promotion of "The Trophy" 1958 Robert E. Sherwood award winner.

(b) Trophy being shown in Miami on October 1.

5. Miscellaneous.

(a) Have arranged for Dr. Simon Segal to appear on WEVD Public Service Broadcast of October 30. Dr. Segal will be interviewed in connection with the AJC delegations recent trip to South America.

(b) Interesting NBC in developing special recorded spot program for Bill of Rights Day on December 15. NBC will record its own stars and broadcast the spots over its network.

(c) Met with Mr. Francis Shane of United Steelworkers to discuss AJC assistance in possible one hour network television program based on their film "Burden of Truth".

(d) Met with other staff members to discuss implementation of Mass Media Education Committee's suggestion for presenting a favorable image of the Jew through the Mass media.

(e) Dr. Morris Kertzer delivered High Holy Day prayer on WOR "News on the Human Side" program of September 10.

(f) Arranged for copies of NBC-TV program "Religion and the Presidency" to be sent to Philadelphia Fellowship Commission for Seminar on Interfaith Understanding.
(g) Filled Pittsburgh Chapter's request for material on the contribution of national groups and individuals to the life of America for Panelist on TV program called "Operation Understanding".
To: David Danzig
From: Milton E. Krents
Subject: AJC Radio and Television Activities

Date: October 8, 1956

As you requested, I am sending you a list of radio and television activities of our division, which interested you at our recent luncheon meeting on September 26th.

1) A periodic digest of available story material in books and magazines, with emphasis on human relations themes, for use by television program packagers, agencies, and networks. Such a project would involve reading and briefly synopsizing material which could be secured from literary agencies, magazine and book publishers, etc. Following your suggestion, I discussed this idea with Ralph Bass and he was of the opinion that such material could be secured. A number of program producers have shown enthusiasm toward this project.

2) UNESCO, in a series of reports on the facilities of mass communications, has recently published a booklet entitled "Television - A World Survey." I have been impressed with the rapid growth of television in four countries, particularly in Europe. You were interested in the idea of developing an international television project which could be worked out further with Zach Shuster and Fred Baker in Paris. There are a number of American materials which could be used abroad. Our own films, for example, with foreign titles, would be very effective. I can supply you with the UNESCO report if you wish to study this project further.

3) For some time we have been desirous of setting up a meeting in connection with our future activities in the field of religious television. As I informed you at luncheon, the National Council of Churches has recently completed a study on religious television. As soon as I am able to secure this report I will send it on to you, since you were desirous of setting up a meeting with all interested AJC staff members.

4) We discussed the possibility of a follow-up in connection with a proposed AJC-NBC radio panel series entitled "Perspectives - 1956". You will recall that the Mass Media Education Committee had voted this project down some months ago. Your feeling was that this program series should be studied further for some possible future scheduling.

5) One of the program ideas which we have for some time been thinking of developing further is a 60 or 90 minute spectacular type TV program based on the religions of America. Such a program could
receive sponsorship from a magazine such as Life or Look, both of which have had special issues devoted to the various religions. This item requires further follow-up with Rabbi Morris Kertzer.

6) In line with AJC's forthcoming approach to the Fund for the Republic for future grants, we canvassed a number of TV items which I have already submitted to Ali Bernheim for his consideration. They included a "Panel of Americans" project, TV spots, and a children's TV book series. On this last idea, you will remember that we supplied some material to Maury Fagan of the Philadelphia Fellowship Commission. However, you were of the opinion that we should suggest a children's book series on our own to the Fund.

7) You expressed particular interest in our one-minute animated TV cartoon spots, which we were the first to conceive in the field of intergroup education on television. You urged us to consider the production of more TV spots so that we might maintain our position as pioneers in this field.

MEK: SLK
CC: Mr. Ali Bernheim
TO: Alfred L. Bernheim  
FROM: Milton E. Krents  
DATE: October 30, 1958  

MASS MEDIA DIVISION  
RADIO AND TELEVISION SECTION  
REPORT FOR OCTOBER, 1958  

11. ACTIVITIES  

1. The First Tri-Faith Institute on Television, sponsored by The American Jewish Committee, National Council of Churches, National Council of Catholic Men and The New York Board of Rabbis, was held at the Carnegie Endowment International Center on October 14. The agenda included a session on evaluation of religious programming; a report on the Fund for the Republic's "Religion in a Free Society"; a panel on network relations; and a talk on educational TV. Among those who participated were Dr. Morris Kertzer, David Susskind, Charles Van Doren, Arthur Cohen, Richard Heffner and Gordon Alderman.  

2. The following prominent personalities will participate in our recorded radio spot program in observance of the Tenth Anniversary of the UN's Universal Declaration of Human Rights: Marian Anderson, Leonard Bernstein, Althea Gibson, Paul Hoffman, Danny Kaye, Raymond Massey, George Meany, Walter Reuther, Eleanor Roosevelt and Mark Van Doren.  

Letters were sent out to every radio station to determine how many want these platters. This project is being prepared in cooperation with The Industrial Union Department, AFL-CIO.  

3. Harry Fleischman appeared on WOR Tex and Jinx program of October 14 to discuss We Open The Gates.
4. Prepared for Mass Media Education Committee a list of important radio and TV programs on which it would be appropriate to introduce Jews, and Judaism as subject matter.

5. Simon Segal appeared on WEVD public service broadcast of October 30. He was interviewed in connection with the AJC delegation's trip to South America.

6. Arranged for Judge Proskauer to record his speech for playback at the Executive Board Meeting in New Orleans. Also arranged for the NBC station in New Orleans to handle recording arrangements for meeting.

7. Arranged for Contemporary Films to include a flyer of kinescope "The Trophy", newly stamped "1958 Robert E. Sherwood Award Winner", in its next mailing.

8. Arranged for Radio Station WOR to use AJC statement on death of Pope Pius XII.

9. Jewish Theological Seminary's "Eternal Light" TV program will present a new version of "The Red Box" on Sunday November 16, 1:00 - 1:30 P.M. on the NBC-TV network. This telecast, originally presented by the AJC on CBS-TV, concerns the heroic revolutionary war rabbi, Gershon Mendes Seixas, of the historic Spanish and Portuguese Synagogue of New York City.

10. Rabbi Zev Zahavy delivered the prayer on October 22 "News on the Human Side" radio program.

11. Sent copies of Bigotry in Action to key radio and TV news executives at the networks.

12. AJC will join with the other two major faith groups in honoring CBS "Lamp Unto My Feet" program staff on the occasion of its 10th Anniversary, at a Waldorf-Astoria luncheon in November.
13. N.Y. Times Youth Forum seen over station WRCA-TV has scheduled a special program on December 14 in observance of the Tenth Anniversary of the UN's Declaration of Human Rights. Mrs. Roosevelt has been asked to be special guest.

14. Met with other members of staff to determine AJC action in mass media in connection with recent synagogue bombings.

15. Attempting to place Mr. James Dabbs, president of the Southern Regional Council, on ABC-TV's College News Conference program for Bill of Rights Day to discuss recent hate-bombings.

16. Pursuing the matter of a special CBS-TV program featuring Marc Chagall. Target date — Chanukah.

17. Submitted to NBC radio spots for Bill of Rights Day, December 15, 1958. NBC stars — Marlene Dietrich, Madeline Carroll, Chet Huntley, Celeste Holm and Don Ameche — will record messages prepared by AJC staff writers for broadcast on NBC radio stations throughout the country.

18. At the request of CBS Public Affairs Department, submitting research material for a possible TV documentary program which this network is developing on "The Hate Bombers".

19. In collaboration with George Kellman supplied the TV News Department of Station WCBS with background material concerning Conde McGinley.