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

MASS MEDIA DIVISION
RADIO AND TV SECTION

REPORT FOR JANUARY, 1959

II. Activities

1. Annual Meeting TV Program

   Attended several staff meetings to discuss possible TV documentary on prejudice.
   Met with network officials to discuss program format.
   Submitted number of program ideas to Dr. Slawson.
   Arranged meeting with TV producer to discuss possibilities for one-hour documentary. Most popular proposals to date include a dramatization and panel discussion.

2. Irving M. Engel will appear on the annual "Open Mind" TV program on civil rights progress. The program will be telecast over WRCA-TV (Channel 4, New York) on Sunday, February 22nd from 1:00-1:30 P.M. It will be carried simultaneously by WGBH-TV Boston. The program will be rebroadcast on WRCA-Radio (New York) from 12:00 midnight to 12:30. It will also be carried at a later date by the Voice of America.

   In addition to Mr. Engel, invitations to be panel members have been extended to Roy Wilkins, Executive Secretary of the NAACP and Monsignor Lally of Boston.

3. National Affairs Department director appeared on CBS-TV discussion program "World of Ideas" on January 18 and 25. Topic of discussion was "Censorship and the Arts." The program was publicized among area directors and CRCs.
3A. On January 18th, 12:30-1:00 P.M. "The Eternal Light"
   NBC-Radio network program presented a dramatization of Emma Gelder
   Sterne's book *Mary McLeod Bethune*. The book was brought to the
   attention of AJC staff by Irving M. Engel.

4. Investigated complaint about appearance of rabid anti-Semite
   on local radio program. Supplied background information to
   program director and advised him about danger of giving platform
   to hatemongers.

5. Arranging for Dr. Kertzer to participate in the Second Annual
   Rabbinical TV Workshop to be held in Chicago on March 14th.

6. Met with CBS official to discuss possible Passover TV pro-
   gram. Efforts are still being made to secure the participation
   of Marc Chagall for such a presentation.

7. Met with staff members to discuss desirability of AJC in-
   volvement with the New York Board of Rabbis or Synagogue
   Council in religious programming.

8. At request of New York Chapter staff member, sent radio spots
   in observance of 150th anniversary of Abraham Lincoln's birth
   to New York stations for use before and on February 12, 1959.

9. Publicized a number of radio and TV programs of interest to
   AJC among staff and, through CAD, area directors and CRCs.

10. Met with NLS director to discuss projects for possible
    grant provided for in National Defense Education Act.

11. Station KU TV, Salt Lake City, telecast the kinescope of
    "Small Explosion" on January 24th.

    NCRAC Film Evaluation Committee screened "Small Explosion"
    on January 29th.

    Arranged for change in ending and crawl in kinescope of
    "Small Explosion."
12. Radio station WGTS, Tacoma Park, Washington, will broadcast "The People Take The Lead" radio series on four programs, commencing February 3rd.

13. At the request of staff members, secured transcripts of various TV programs.


15. Attended Steering Committee Meeting of Committee on Education by TV of the National Social Welfare Assembly.


17. Prepared bi-monthly department report.
II. ACTIVITIES

1. On Sunday, February 22nd, in observance of Brotherhood Week, the "Open Mind" presented its annual program on civil rights progress based on *The People Take The Lead*.

   The program was telecast over WRCA-TV, Channel 4, New York, from 1:00-1:30 P.M. It was carried simultaneously by WGBH-TV, Boston. It was rebroadcast on WRCA-Radio from 12 midnight to 12:30. It will be carried at a future date by the Voice of America.

   The panelists included Irving M. Engel, Father John LaFarge, Editor Emeritus of *America*, and Roy Wilkins, Executive Secretary of the NAACP. Richard Heffner is producer and moderator of the program.

   The program was video taped on February 19th.

   The "Open Mind" program examines the fundamental issues of our time.

2. Annual Meeting
   a. Attempting to interest Frank Capra, Hollywood producer, in producing a documentary based on scientific findings on the nature of prejudice.
   b. Met with Fred Friendly, CBS producer, to explore program ideas for TV program.
   c. Prepared background memorandum on network time for religious programming for possible meeting with NBC head.
3. The People Take The Lead
   b. Contacted TV networks, TV news services and upstate local TV stations re coverage of February 11th formal presentation to Governor Rockefeller.

4. Attempting to secure the participation of director of Fine Arts Department of Columbia University for Passover CBS-TV program on religion and art.

5. "Small Explosion"
   a. Arranged for editing of kinescope.
   b. Kinescope sent to Washington Labor Organization for the purpose of interesting them in purchasing print.
   c. Arranged for loan of print to Women's Emergency Committee to Open The Public Schools, Little Rock, Arkansas.

6. ABC-TV, on its 10:45 P.M. news program, carried report on hearings of US Commission on Civil Rights held in New York February 3rd, at which Irving M. Engel testified.

7. Irving M. Engel will be guest speaker on the March 22nd "Eternal Light" radio program in observance of the program's 15th year on the air.

8. Director of division will address the Second Annual Rabbinical TV Workshop to be held in Chicago on March 4th.


10. Publicized radio and TV programs of interest to AJC among staff and, through CAD, area directors and CRCs.
11. Filled requests for human relations radio and TV material.
12. Prepared for Central Administration report on major radio
and TV activities for 1958.
13. Attempting to place Rabbi Kertzer on Bishop Pike's program
(ABC-TV) to discuss his round-the-world trip.
14. Submitted material on Dr. Kertzer's round-the-world trip
for possible spot on "Family Living '59," WRCA-Radio program.
15. Prepared background memorandum for meeting to discuss AJC's
role in religious broadcasting.
16. At request of Dr. Slawson investigated complaint about a
Ben Hecht radio program.
17. At request of CAD staff member ran off tape recording of
area meeting on mass media.
18. Prepared report of the radio program ideas suggested by
Mass Media Education Committee at its February meeting.
Considering implementation of suggestions.
TO: Alfred L. Bernheim
FROM: Milton E. Krents

MASS MEDIA DIVISION
RADIO AND TV SECTION

REPORT FOR APRIL, 1959

II. ACTIVITIES

1. Acting as special consultant to NBC for the Jewish segment of the forthcoming NBC radio series "Image American Minorities." Suggested subject matter and guests for the program which will be presented late in May on the NBC network.

2. At the request of NAD staff member brought to attention of absentee owner of Rhode Island newspaper the paper's position against the fair housing bill currently in the Rhode Island Legislature.

3. Met with subcommittee of Mass Media Education Committee appointed to consider the publication of the radio newsletter to women commentators, news directors and wire services. Subcommittee approved the publication of the human relations newsletter to be issued semi-monthly for a six month trial period under the sponsorship of the Institute of Human Relations. The report was submitted to the National MMEC which unanimously approved the newsletter for immediate publication.

   Met with CAD staff member, publicity department director and head of public relations firm to discuss the distribution of the newsletter.

4. NBC has expressed interest in a possible one-hour special TV program in October in observance of the opening of the Institute of Human Relations.

5. Arranged for Dr. Kertzer to be a participant at the Ohio
State University Institute on Radio and TV to be held in Columbus on May 8th.

6. Secured for Central Administration information on Bishop Sheen's TV Easter program.

7. Investigated complaint about an NBC-TV Easter program on which a crucifixion film was shown.

8. CBS has expressed interest in developing a special half-hour High Holy Day program to be presented on the CBS-TV network in October.

9. At the request of FAD, investigated rumor about American recordings of Hitler and Goebbels speeches being distributed in Germany.

10. Arranged for CBS radio and WOR radio to carry story of cornerstone laying ceremonies of the Institute of Human Relations.

11. With other staff members, met to discuss the problem of the growing number of crucifixion films and programs being presented on radio and TV.

12. Dr. Kertzer delivered a special Passover prayer on the April 22nd WOR "News on the Human Side" radio program.


14. Arranged for tape recordings to be made of Ambassador Abba Eban's speech at Annual Meeting.

15. Met with area directors from Cincinnati and Miami to discuss their special problems in radio and TV.

16. At the request of staff members and others, secured transcripts and information on radio and TV programs.
17. Attended meeting of Committee on Public Service Broadcasting of the National Social Welfare Assembly.

18. At request of Foreign Affairs Department, ran off tape of Introduction to Jewish Music sent by Paris office.

19. Requests for showing of "Small Explosion" have been received by The Girls Friendly Society of Central New York and the Illinois Public Aid Commission.

20. Attended staff meeting to discuss interior design of Institute of Human Relations.
II. ACTIVITIES

1. Researched material for proposed human relations newsletter for women commentators, disk jockeys, and newscasters. Sample script was prepared for consideration by a number of MMEC members at a meeting scheduled for Monday, March 30th.

2. Prepared background material for meeting of Dr. Slawson and Selma Hirsh with Chairman of the Board of NBC to discuss TV program in connection with the dedication of the Institute of Human Relations in Fall. Subsequently, arranged meeting with Director of NBC Public Affairs Department, the person designated by NBC Chairman of the Board to discuss with us plan for proposed program.

3. Director of division addressed the Second Annual Rabbinical TV Workshop held in Chicago on March 4th. His subject was "The Ingredients of a Good Religious TV Program." The workshop is sponsored by the Chicago Rabbinical Association in cooperation with the Chicago Chapter of AJC.

4. Brought to attention of agency two crucifixion films calculated to excite animosity toward Jews, which were produced by National Council of Catholic Men in cooperation with CBS. One of these, "The Passion and the Resurrection" was presented on the CBS-TV network on Sunday, March 29th. Arranged for a number of staff members to attend screenings of these films. Also discussed the
problem from Jewish point of view with CBS Director of Public Affairs and Director of CBS Program Editing Department. Plan to meet with Radio and TV Director of NCCM to discuss the matter of future films on the crucifixion.

5. Attempting to place Dr. Morris N. Kertzer on the Bishop James A. Pike program (ABC-TV) to discuss his round-the-world tour.

6. Suggested guests for a possible NBC "Open Mind" program on modern Germany.

7. Prepared list of outstanding Jews for possible program on NBC "Wisdom" series.

8. Irving M. Engel was guest speaker on March 22nd NBC "Eternal Light" program in observance of the Program's fifteenth year on the air.

9. Publicized radio and TV programs of interest to the AJC among staff and, through CAD, area directors and CRCs.

10. Supplied information on a variety of radio and TV programs. Filled requests for transcripts of programs.

11. Drafted letter for Irving M. Engel to send to new president of Mutual Broadcasting System.

12. Attended meeting of Steering Committee of Committee on Public Service Broadcasting of the NSWA.


15. Arranged for showing of ADL-TV program "The American Jew" at Department meeting.
16. Completing arrangements for possible Passover CBS-TV Program on Religion and Art. Cornelia Otis Skinner and Raymond Massey have already agreed to participate.

17. Director of Division will attend conference of national organizations sponsored by the National Educational Radio and TV Center to be held in Washington on April 2nd.
II. ACTIVITIES

1. On Tuesday, June 16, 1959, 8:40 to 10:00 P.M., the NBC network will present on radio a special program on the Image of the American Jew. One in a series entitled "Image Minorities," this program will cover many aspects of Jewish life. Bob Considine will serve as narrator for the series. The director of the division has been special consultant to NBC for this program.

2. Met with Miss Marilyn Kaemmerle of the NBC Public Affairs Department who has been designated producer of a special one-hour TV program to be presented in connection with the opening of the AJC's Institute of Human Relations in October.

3. Arranged meeting with American Broadcasting Company Director of Public Affairs to discuss possible human rights TV program in December.

4. Meeting with Miss Pamela Ilott, CBS Director of Religious Programs to discuss possible AJC High Holy Day TV program in the Fall.

5. Met with representatives of the Broadcasting and Film Commission and the National Council of Catholic Men to discuss Tri-Faith Seminar on religious education by television to take place in the Fall.
6. Dr. Morris Kertzer was a panelist for the session on religious broadcasting at the 1959 Ohio State Institute on Education By Radio and TV. As part of his presentation, Dr. Kertzer showed excerpts of two AJC TV programs, "Ready Mr. Rosewater" and "Tell Thy Son." We have since received a request from the University of Detroit for the kinescope of "Ready Mr. Rosewater," and also an order for the Religious TV handbook.

7. Arranged for additional copies of the tape of the Abba Eban Annual Meeting speech.

8. All radio and TV networks covered the "Mother of the Year" event. Judge Jennie Loitman Barron, AJC member from Boston, received the 1959 honor.

9. With other staff members, met to discuss plan of action re increasing number of crucifixion films on radio and TV.

10. Rabbi Irving Block of Brotherhood Synagogue delivered the prayer on the May 6th WOR "News on the Human Side" program.

11. Through the Mass Media Education Committee Chairman, arranged for a member of the Westinghouse Broadcasting Company staff to address the forthcoming Disc Jockey Conference to be held in Miami, May 29, 30 and 31, on the AJC human relations newsletter for radio broadcasters.

12. Publicized radio and television programs of interest to the AJC.
13. Investigated complaint of New Jersey AJC member on recent radio program dealing with the crucifixion.

14. Attempting to arrange meeting between Paris office director and Dorothy Gordon, New York Times Youth Forum producer and moderator who will film Youth Forum programs in Europe for presentation on WRCA-TV in the Fall.

15. Met with new Area Director from Philadelphia to describe work of the division.

16. The kinescope of our human rights program, "Small Explosion" was presented at the 86th Annual Meeting of the National Conference on Social Work in San Francisco.

17. Staff invited to attend 1959 Robert E. Sherwood Award luncheon sponsored by the Fund for the Republic.

18. Met with CBS Director of Public Affairs to discuss forthcoming program on hatemongers.

19. At request of staff member, made inquiries about Houston radio program.

20. Attended National Convention of American Women in Radio and Television, April 30 to May 2 at the Waldorf-Astoria. Also attended dinner meeting of same organization.

21. Arranged for submission of material on Ralph Renick, WTVJ news commentator and Miami leader in fight for desegregation in schools, for consideration by Robert E. Sherwood Award Jury.

MEK: eh
Date: June 24, 1959

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

MASS MEDIA DIVISION
RADIO AND TV SECTION
REPORT FOR JUNE, 1959

II. ACTIVITIES

1. Met with NBC producer to discuss program format for the network TV program planned for production in the Fall in conjunction with the opening of the Institute of Human Relations.

2. Met with CBS Director of Religious Programs to discuss High Holy Day TV program. Exploring possibility of televising service from Touro Synagogue, Newport, Rhode Island.

3. Met with ABC Public Affairs Department Director to discuss Human Rights TV program for presentation in December.

4. Met with David Susskind, producer of WNTA-TV "Open End" program to discuss possible panel discussion on prejudice.

5. Met with representatives of the National Council of Catholic Men and Broadcasting and Film Commission of the NCC to discuss workshop on religious education by TV to be held in November. Met with staff members to discuss Church-State implications of this program.

6. Met with staff to plan Institute's Mass Media Day program.

7. Dr. Slawson, Marshall Sklare and Morris Kertzer appeared on the NBC radio network series, "Image Minorities," on June 17th, 8:40 to 10:00 P.M. The program in which they participated dealt with the American Jew. Arranged for taping of the program.
8. NBC's "Briefing Session" program of July 5 will deal with discrimination in housing. We made available to them the map of housing discrimination in Washington which Irving M. Engel used in testifying at the hearings held in New York. The program will be televised from 2:00 to 2:30 P.M., NBC TV Network.

9. "Small Explosion" was shown in Los Angeles on June 21.

10. Arranged meeting between NCCM Radio and TV Director and AJC Director of Office Planning and Control to discuss possible TV program on Pro Deo on the Catholic Hour.


12. Attended Steering Committee Meeting of Committee on Education by TV of the NSWA.

13. Arranged for tape of ADL--WEVD radio program on "Patterns of Discrimination Against Jews." Arranged for staff members to audition the program.

14. Brought to attention of radio program director, program in a four part series on St. Peter which could incite anti-Semitic feelings. The three remaining programs were cancelled and other programs substituted.

15. Ralph Friedman, AJD member, appeared on the June 21, WRCA-TV "Open Mind" program, "Germany, Democracy and the West."

16. Met with mass media committee of the Consultative Council on Desegregation to discuss the development of a radio series to counteract White Citizens Council local radio programs.

Have arranged a sub-committee meeting to plan format for these radio programs.
17. Met with CAD staff members to discuss possible workshops to be sponsored by our area offices.

18. At request of FAD, secured a number of television scripts for transmission to South America.

MEK:EH