DEPARTMENT OF PROGRAM RESOURCES
MASS MEDIA DIVISION - RADIO AND TELEVISION SECTION

PROGRAM STATEMENT - 1960

The following radio and television programming is contemplated during the coming year.

I. PRODUCTION: Commercial channels

1. As in the past, we plan to produce in cooperation with the major networks at least two dramatic television presentations --

   a. One will commemorate an important Jewish holiday.

   b. One will be presented in observance of Human Rights Day.

2. In conjunction with the Dedication of the Institute of Human Relations, the National Broadcasting Company will present a one hour network television program on prejudice. The AJC's role includes making suggestions for format, securing a script writer, casting, and acting as consultant to the network during production.

3. A panel discussion based on AJC's The People Take The Lead has become an annual event on WRCA-TV's "Open Mind" program. The producer of this program, Richard Heffner, is now with the Columbia Broadcasting System. He is moderating a similar program on CBS called New York Forum. We anticipate a program on this subject will be scheduled on CBS.

4. We have compiled a list of radio and TV programs on which it would be appropriate to discuss subjects of interest to AJC. We approach the producers of these programs, with whom
we have established contact, at least once or twice a year to suggest subject matter for special programs. In most cases, when these program suggestions are accepted we also act as consultants to the producers, suggesting guests and supplying background material. In this way we can publicize AJC publications and place AJC staff specialists and lay members as guests. We will follow this procedure again in 1960.

5. We have arranged with the Voice of America to beam each year to countries overseas a High Holiday message by the AJC president.

II. PRODUCTION: Education Channels

We will make energetic efforts to interest the ever growing educational "networks" in programs dealing with subject matter of interest and concern to the AJC.

One type of program might concern itself with projecting the true image of the Jew.

III. PUBLICATION

We will continue to publish and distribute our human relations newsletter, Speaking of People, to our present list of more than 350 radio stations.

IV. WORKSHOPS

The second annual Tri-Faith Workshop on religious broadcasting will be held on January 28. Initiated by us, the workshop is sponsored also by the National Council of Catholic Men and the Broadcasting and Film Commission of the National Council of Churches. The project has engendered increased cooperation among the three
faiths in the broadcasting field.

The interest of our chapters in workshops is increasing and we are frequently called upon to assist them in their productions. Among those already announcing workshops for 1960 are the Chicago chapter, which will hold its first Tri-Faith Workshop and St. Louis, which will conduct a Rabbinical TV Workshop.

V. BMI

We will continue to cooperate with Broadcast Music, Inc. in supplying radio script material commemorating special dates or events of national importance to its 2500 member stations. We also supply, for distribution, reviews of books in which AJC is interested.

VI. COOPERATION WITH NETWORKS

We will continue to make our resources available to the networks and broadcasting stations which seek information from us about religious and other minority groups and on matters relating to them.

In connection with this area of our work, several of the network script clearance department editors have asked the American Jewish Committee to develop a series of seminars to crystallize for them and interested parties in the industry, how to deal with intergroup problems that they are being called on to meet to an increasing extent on their networks.

It should be understood that all projects outlined above cannot be carried out within our present budgetary level. They have all been included in order to make the program more flexible by affording opportunities for choice.