Objectives

The objectives of the AJCs radio and television program are to reach the millions of radio and television audiences with its pro-democratic human relations message in order to develop a wider acceptance of good human relations and to lay the basis of social action that would lead to the extension of civil rights to the disadvantaged groups in the country and the elimination of discrimination.

Techniques Used

The content of the radio and television programs covered a wide range of subjects - civil rights, genocides, DP's, matters of interest in American Jewish life, Israel, and Jewish religious holidays and observances. There was frequent use of themes dealing with pro-democratic materials on prejudice and discrimination. The focus has been increasing on specific action goals such as FEPC and DP legislation, and ratification of the Genocide Convention.

The methods used were either the straight program on the subject with name speakers or the salting in of AJC materials into popular programs and thru fact sheets for all types of serious programs.

The presentation of these shows involved many types of organizations cooperating with the AJC as well as direct contact with radio stations' program managers, commentators, and other radio personalities. Among the organizations whose sponsorship of programs was obtained by the AJC were the National Conference of Christians and Jews, YWCA, Department of Justice, NYC Mayor's Committee on Unity, Girls Clubs of America, Public Education Association, American Heritage Foundation, Girl Scouts of America, and the National Social Welfare Assembly.

Where the subject matter of the programs dealt with Jewish ceremonial and holy days, the AJC sponsored these programs directly, otherwise, the AJC was not publicly involved.
This policy is in keeping with the assumption that more effective impact is made with no self interest if the message is delivered by a name personality/or as part of a generally accepted and approved program.

The AJC also uses broadcasting media as an educational tool in its group work. For example, a fifteen minute dramatic record was produced for the Labor Division, which in turn as part of its own educational program, distributed the record to labor unions for local station use. A special six week network series is now in production designed in cooperation with the Youth Division in its work with the National Social Welfare Assembly. Radio and television projects are continually being developed in collaboration with Veteran, Inter-Religious and other divisions in the organization.

The AJC besides placing material in existing programs simultaneously attempts to educate key people in the industry such as network executives, writers, directors, and producers. In line with these activities, the AJC from time to time prepares a list of "Do's and Don'ts to serve as a practical guide in the radio and television field. Variety and Broadcasting Magazine have reprinted this material in its entirety. This is one very direct way in which the process of indoctrination of radio people has been carried out. That this educational work has been successful was proved to the Committee when Wade Arnold, producer of NBC's "Living, 1949", a documentary series, approached it for permission to base a broadcast on Dr. Fineberg's book, "Punishment Without Crime". NBC paid for the script and cast and produced the show completely on its own, which amounted to a cost of $12,000 including time. This NBC program subsequently was awarded the 1949 NCCJ Brotherhood Week Radio Award.

It is practically impossible to estimate the number of radio stations and TV stations that broadcast these programs in 1949. The breadth of the coverage is exemplified by the fact that NBC used material prepared by the AJC over
its 150 stations for its United Nations Week program alone. The "I Am An American Day Program", prepared for the Department of Justice was sent by it to the 2,000 radio stations of the country for use on the day set.

The appearance of prominent speakers such as Mrs. Eleanor Roosevelt, Franklin Roosevelt, Jr., Herbert Lehman, Philip Murray, Morris Ernst, Bishop O'Nan and Reverend Daniel Poling provided the name personalities that ensured audiences and made for wider acceptance of the AJC message. Popular news commentators like Gabriel Heatter, Lyle Van, Fred Vandeventer, and Drew Pearson were involved with similar effect. Favorite radio stars, among whom were Kate Smith, Mary Margaret McBride, Tex and Jinx, Martha Deane, Helen Hays, Arthur Godfrey, Irving Berlin, and Mady Christians, made the AJC programs popular and acceptable.

The utilization of a broad range of popular feature programs like quiz programs, soap operas, children's stories etc. opened access to hundreds of thousands of listeners who could not possibly be reached in any other way.

The Department considers the following to be the advantages of using live programs:

A. It reaches larger sections of the American public than can be reached in any other way:

B. It reaches that public with the sponsorship of disinterested individuals and organizations in whom the American public has confidence, or to whom they are emotionally attached in one way or another;

C. The cost is negligible in comparison with the millions of dollars worth of free time secured.

Most of the materials used are produced by the AJC Production Division. The other divisions, such as National Labor Service, Youth, Interfaith, Motion Pictures, Civil Rights are involved in consultation and suggestions for the creation of materials. The staff of the Division itself produces scripts, spot announcements, etc.
The Program

The following is a listing of the AJC’s major radio and television activities in 1949. The range of stations included the major networks, ABC, NBC, CBS, and MBS and the more important local New York City stations. Similarly the television programs were presented over the major TV networks and stations.

RADIO

The "Child's World" program did a broadcast on DP children, which AJC suggested and arranged for, January 6th, ABC, 10-10:30 PM.

Arranged for the story of the Montclair Audit to be discussed on the Margaret Arlen woman's program, January 22nd, WCBS, 8:30-9 AM.

Arranged for interview of Curtis Campagne, Jr., regarding the Montclair Audit, on Mary Margaret McBride's program, WNBC, January 27th, 1-2 PM.

Sent fact sheet on Egyptian atrocities against Jews to all radio networks, certain commentators and the Associated Press. Material was used by Gabriel Heatter, MBS; Lyle Van, WOR; Don Goddard, WINS; and the Associated Press.

Prepared spot announcements throughout the year for the daily "Superman" series, Mondays through Fridays, MBS, 5:15-5:30 PM.

Sent Natalie Flatow, Radio Director of the Girl Scouts, a series of spot announcements and a fifteen-minute round-table forum in January.

Wrote spot announcement and fact sheet for anniversary of the death of the Four Chaplains and the dedication of the Chapel of the Four-Chaplains. Arranged for use of fact sheet on the following programs:

February 3rd

Kate Smith, MBS, 12-12:15 PM
David Surack, News, WNBC, 12:15-12:30 PM
"News on the Human Side," WOR, 6-6:15 PM
Mutual Newsreel, MBS, 9:15-9:30 PM
February 4th

Nancy Craig, ABC, 1:15-1:45 PM
"Hi Jinx", WNBC, 8:30-9 AM

Placed Reverend Daniel Poling on "News on the Human Side," WOR, February 3rd, to talk on the anniversary of the death of the Four Chaplains.

Arranged for "Mutual Newsreel" to carry a pickup from Philadelphia, at the dedication of of the Chapel of the Four Chaplains, MBS, February 3rd.

The AJC statement on the Cardinal Mindszenty trial was used by the following programs on February 7th:

Meade Davidson, News, WWRL, 10-10:15 PM
Dick Needen, News, WWRL, 11:45-12 Mid.
Lyle Van, News, WOR, 6-6:15 PM
Fred Vandeventer, News, WOR, 6:30-6:45 PM
Bert Knapp, News, WMCA, 10-10:15 PM

Placed Morris L. Ernst and Mrs. Elizabeth Bradley, Editor of the YWCA's Woman's Press, on "Luncheon at Sardi's," February 23rd, MBS, 1-1:30 PM, to discuss the February issue of Woman's Press, dealing with civil rights.

Cooperated with a special NCCJ Brotherhood Week broadcast, "Casing a Community", NBC, February 26th, 2-2:30 PM. Participants: Walter White, Leo Nejelski, and Leo M. Cherne.

Sent fifteen- minute radio script to the YWCA for national distribution and use by local branches throughout the month of February, in connection with the civil rights edition of Woman's Press.

Prepared special material for Broadcast Music, Inc. throughout the year. This is sent to about 2,000 stations all over the country. The items prepared included Almanacs, "Special Edition" scripts, and According to the Record" items.

The AJC uses the BMI script library service as a means of reaching local radio stations. BMI is an organization supported by the broadcasters themselves through the National Association of Broadcasters. All the scripts
sent out by BMI to practically every local station in the country are very
definitely used for the reason that the stations themselves pay for these
script services, and thus automatically use all the material sent them.

George J. Mintzer participated in the "You and the Law" broadcast,
CBS, March 3rd, 6:15-6:30 PM.

Kate Smith spoke at length about Sol Bloom on the day of his death,
March 7th, MBS, 12-12:15 PM.

The recording of Mrs. Eleanor Roosevelt's interview with Millie Elkins,
in regard to the film "Make Way for Youth," was broadcast on "Eleanor and
Anna Roosevelt," AEC, March 14th, 4:45-5 PM.

Cooperated in presenting the "One Great Hour" broadcast, an inter-
faith appeal for world-wide relief for unfortunate peoples overseas, ABC, CBS,
and MBS, March 26th.

Handled radio publicity campaign on the Girl Scouts' 37th Birthday,
Sent fact sheet and arranged for guests. The following programs used this
item:

Mary Margaret McBride, WNBC, March 8th, 1-2 PM - guest,
Mrs. Marian Cleveland Amen, daughter of President
Grover Cleveland
"The Second Mrs. Burton," CBS, March 9th, 2-2:15 PM - guest,
Mrs. Marian Cleveland Amen
"Words and Music," with Norman Brokenshire, WNBC, March 11th,
12:30-1 PM - used fact sheet.
Kate Smith MBS, March 11th, 12-12:15 PM - referred to item
Robert Q. Lewis, CBS, March 11th, 3:30-4 PM - referred to item
The Fitzgeralds, WJZ, March 12th, 8:15-9 AM - used fact sheet
Martha Deane, WOR, March 12th, 10:15-11 AM - used fact sheet
Nancy Craig, ABC, March 12th, 1:15-1:45 PM - used fact sheet
"Superman," MBS, March 14th, 5-5:30 PM - used special Girl
Scouts spot announcement.

The following programs said they would use questions: "Twenty
Questions," "Break the Bank," "Winner Take All," "Sing It
Again."
Prepared script on Genocide for "News on the Human Side," WOR, April 9th, 6-6:15 PM.

"My Little Boy," starring Helen Hayes, was rebroadcast, CBS, April 10th, 9-9:30 PM.

Presented a special AJC Passover dramatization titled "The Camel and I," starring Sam Levene, April 12th, WOR, 8-8:30 PM, rebroadcast on the Mutual Broadcasting System network, April 12th, 10-10:30 PM.

Contacted Franklin D. Roosevelt, Jr., and arranged with him to speak on Genocide. He appeared on "Luncheon at Sardi's," MBS, April 14th, 1-1:30 PM, and recorded for "Editor's Diary," MBS.

Acted as Jewish Advisor in NBC's "Living-1949" production of Jerusalem - The Holy City," broadcast April 17th, 12:05-12:30 PM.

Arranged for spot announcement on Genocide to be presented by Tex McCrary on the "Hi Jinx" program, WNBC, April 20th, 8:30-9 AM.

Leo Nejelsky appeared on the "You and Your Community" special program titled "Civil Rights Audit," and gave a report on the gratifying results of the Audit, CBS, April 26th, 6:15-6:30 PM.

Sent Commissioner Watson B. Miller of the Immigration and Naturalization Service of the Department of Justice, material for "I Am An American Day".

Handled publicity campaign on the first anniversary of Israel. Sent fact sheet to news commentators, news programs and quiz shows. "Winner Take All" used a question on its CBS program, May 2nd, 4:30-4:45 PM. References were made to AJC fact sheet by many of the programs.

Arranged for Jacob Blaustein to appear on NBC, May 4th, 1:15-1:30 PM, rebroadcast, WNBC only 11:15-11:30 PM. Mr. Blaustein spoke about his recent trip to Israel.
Franklin D. Roosevelt, Jr., spoke on the Mayor's Committee on Unity, the Report of the President's Committee on Civil Rights, and the need for special civil rights legislation, on the Martha Deane woman's program, WOR, May 4th, 10:15-11 AM.

Henry LaCossitt broadcast an interview with Franklin D. Roosevelt, Jr., on Genocide, on his broadcast of May 6th, "Editor's Diary," MBS, 9-9:15 AM.

Handled radio campaign for Girls' Clubs of America Week, May 8-15.

Arranged for the following programs to do special shows on this subject:

May 9 - "Child's World", ABC, 9:30-9:45 PM
May 10 - Margaret Arlen, WCBS, 8:30-9 AM
May 10 - Nancy Craig, ABC, 1:15-1:45 PM
May 10 - Robert C. Lewis, CBS, 3:30-4 PM
May 11 - "Hi Jinx," WNBC, 8:30-9 AM
May 12 - "Luncheon at Sardi's," MBS, 1-1:45 PM
May 12 - "The Second Mrs. Burton," CBS, 2-2:15 PM
May 13 - The Fitzgeralds, WJZ, 8:15-8:55 AM
Martha Deane, WOR, 10-15-11 AM - used during week
Kate Smith, MBS, 12-12:30 PM - used special platter during week
Mary Margaret McBride, WNBC, 1-2 PM - used during week
"Winner Take All," CBS, 4:30-4:45 PM - used question submitted by AJC.

Station WFAS, White Plains, New York - Carried spot announcements daily.

Sent fact sheet about suppression of Jews in Russia to news commentators and news programs. Drew Pearson used this item on his May 15th, broadcast, ABC, 6-6:15 PM.

Worked with Mary Margaret McBride on her 15th Radio Anniversary program, WNBC, May 31st, 1-2 PM. Miss McBride presented Morton Wishengrad's "Unfinished Business - U.S.A." script, Melvyn Douglas, narrator. Also worked with Miss McBride on her forum on human rights presented on this same program. Participants: Walter White, Mrs. Eleanor Roosevelt, and others.

Worked on radio coverage of the Public Education Association's survey on released time in New York City schools. Sent releases to all the usual
radio contact. "News on the Human Side" interviewed Dr. Fred McLaughlin of the PEA on this subject, WOR, June 14th, 6-6:15 PM.

"We the People" carried the story of Felicia Grunfeder, DP who was sent in a coffin by her mother to the Arens family, so that Felicia could escape the Nazis, CBS, June 21st, 9-9:30 PM.

Franklin D. Roosevelt, Jr., spoke on the Martha Deane program, WOR, June 27th, 10:15-11 AM. He talked about his trip to Israel and particularly stressed the Arab refugee problem. He gave a completely pro-Israel interpretation.

Arthur Godfrey read "A Mighty Big Parade," submitted by AJC, on his July 4th, program on the CBS network, 10:15-11:30 AM.

Herbert Lehman appeared on the Martha Deane program, WOR, July 6th, 10:15-11 AM, to speak of his trip to Israel.

Sent fact sheet about Emma Lazarus' 100th Birthday, July 22nd, to news commentators and programs. The item was used as follows:

July 21 - "News on the Human Side," WOR
July 22 - Norman Brokenshire, WNBC
                NBC, news    WOR, news
                ABC, news    WINS, news
                CBS, news    Associated Press

"We the People" interviewed Irving Berlin in connection with his show "Miss Liberty," and the 100th birthday of Emma Lazarus, whose poem inscribed on the Statue of Liberty, has been set to music by Mr. Berlin, CBS, July 26th, 9-9:30 PM.

Placed Rabbi Theodore Lewis of the Touro Synagogue in Newport, Rhode Island on the following programs:

August 3rd - Nancy Craig's woman's program, ABC, 1:15-1:45 PM
August 16th - "We the People," CBS, 9-9:30 PM - in connection with the anniversary of George Washington's letter to Touro Synagogue.
Placed Dr. S. Andhil Fineberg on "Luncheon at Sardi's," MBS, August 23rd, 12:15 PM. He spoke about his book "Punishment Without Crime."

The American Heritage Foundation used the six spot announcements AJC sent them in their August kit, "You and Your Schools." This kit was sent to 2,000 stations all over the country. The same spots were used in the September kit.

Arranged for the following people to record one-minute spot announcements for the National Broadcasting Company, in connection with their United Nations campaign: Franklin D. Roosevelt, Jr., Enzio Pinza, Al Capp, Bishop G. Bromley Oxnam, Philip Murray and Phil Rizzuto. These spot announcements, plus two U.N. songs were sent to every NBC station (165) throughout the country for use until October 24th.

Dr. S. Andhil Fineberg appeared on "For Us the Living," WNBC, September 18th, 5-5:30 PM.


"News on the Human Side" interviewed Miss Anita Bloom, paralyzed WAC War Veteran, WOR, October 4th, 6-6:15 PM.

Arranged special NBC United Nations program on Genocide entitled "The Cardboard Box," October 9th, 4-4:30 PM.

Arranged for the following guest appearances for Arthur Mayer, prominent movie executive, and recently motion picture advisor to General Clay, who told stories of denazification in Germany:
October 12 - "News on the Human Side," WOR, 6-6:15 PM
October 18 - "Luncheon at Sardi's," MBS, 12:45-1:30 PM.

Robert Montgomery did a program on prejudice on his show, ABC, October 27th, 10:10-10:25 PM.

Release on the second anniversary of the Report of the President's Committee on Civil Rights was used by Arthur Godfrey, CBS, October 28th, 10:15-11:30 AM, and on news programs of Stations WMCA, WINS, as well as by the Associated Press.

Arranged special Girl Scouts broadcast for Girl Scouts Week; dramatic program titled "My Sister, My Friend," with Mady Christians, ABC, October 29th, 10:30-11 PM.

Sent news release about the $50 million dollar grant given to the Jefferson Military College to: NBC, ABC, CBS, WOR, AP. Drew Pearson referred to this on his ABC program, October 30th, 6-6:15 PM.

Judge Joseph M. Proskauer appeared with President Truman on a special program, "Religion in American Life," October 30th, 11:15-11:30 PM, carried by the four networks, NBC, ABC, CBS, MBS.

John Wyatt, commentator, did a program on the town of Aaronsburg, Pennsylvania, WOR, October 30th, 12:45-1:00 PM.

Arranged for appearance of Arthur Mayer, prominent movie executive: November 7 - "Barbara Welles," WOR, 4-4:30 PM.

The "Eternal Light" program repeated "In Henry's Backyard", NBC, November 20th, 12:30-1 PM.

"Cavalcade of America" rebroadcast the Thanksgiving Day "Us Pilgrims" script for the third year, NBC, November 22nd, 8-8:30 PM.

Klara Bolgar, Hungarian DP, sang on the "Second Mrs. Burton" program dedicated to Thanksgiving Day, CBS, November 23rd, 2-2:15 PM.
The "Answer Man" program used question on the Biblical origin of Thanksgiving Day, WOR, November 24th, 12:45-1:00 PM.

"We the People" told the story of Laurence Goldstein, 11-year-old of Lynn, Mass. Laurence, Mrs. Goldstein and William Warrick, ex-sergent, were interviewed, NBC, November 25th, 8:30-9 PM.

Completed work on radio series for labor department. Produced sample recording titled "Free and Equal by Ben Kagan. Frank Papp of NBC directed.

Wrote story on displaced persons and sent it with statistical fact sheet to AP for Thanksgiving Day use. This got wide coverage -- was used by 856 stations.

Sent one thousand copies of "The People Take The Lead" pamphlet to women commentators all over the United States for use on their programs.

Wrote copy for them to use on or about Bill of Rights Day, December 15th.

Received approval to have eight programs produced by the AJC in cooperation with the National Social Welfare Assembly, dealing with problems of youth in America.

TELEVISION

The American Jewish Committee is responsible for the weekly presentation of the Jewish portion of the "Morning Chapel" religious television series, which it presents under its own auspices, Station WABD and the Dumont television network, Fridays, 10:45-11 AM.

The American Jewish Committee is responsible for the monthly presentation of the Jewish portion of the "Television Chapel" religious television series, which it presents under its own auspices, Station WFIX, Sundays, 5:30-6 PM.
Presented a special Purim program on “Television Chapel,” WPIX, March 6th, Morton Wishengrad’s play “A Song for Queen Esther” starring Aline McMahon with Rabbi Ira Eisenstein and Cantor Moshe Nathanson participating.

Presented a special Passover program on “Television Chapel,” WPIX, April 10th. This was a re-enactment of the dedication of the Touro Synagogue in Newport, Rhode Island, as a national shrine. Participants: Senator Theodore Francis Green of Rhode Island; Patrice Munsel, Metropolitan Opera star; John Van Doren, Rabbi David de Sola Pool, Spanish & Portuguese Synagogue; Emery Grossman and the Glee Club of the Teachers Institute of Yeshiva University.

Placed Judy Weil on Bob Emery’s “Small Fry Club” television program, station WABD, February 24th, 6-6:30 PM. She drew pictures such as those she did for the AJC pamphlet “About 100 Books,” and Mr. Emery plugged the pamphlet, telling the children to ask their teachers to write in for it.

Wrote a “Howdy Doody” Bill of Rights for the television series, which was televised in part on their Brotherhood Week Program, February 25th, WNBT, 5:30-6 PM.

The following television Station WPIX programs presented special Brotherhood Week shows:

a. “Pixie Playtime” - interfaith group of puppeteers appeared for congratulations on their fine work 5:15-5:45 PM

Bicycle contest - winners of best poster on Brotherhood Week were awarded bicycles -

b. "Magic Books" - re-scheduled "Herman and Ermine," 5:45-6 PM

c. "Drawing Game" - Rube Goldberg featured a charade bringing in the idea of Brotherhood, 7:30-8 PM.

d. Presented a half-minute special spot announcement daily.
e. Bill Holman appeared on "Comics on Parade," and did a large cartoon of "Smokey Stover" putting out the fires of prejudice.

Placed Dr. Eliezer Sukenik of Hebrew University on "Television Screen Magazine" NBC-TV, March 5th, 7:30 PM. He talked about the newly found biblical scrolls.

Handed television publicity campaign on the Girl Scouts' 37th Birthday. Sent fact sheet and arranged for guests. The following programs used this item:

- Station WPIX, March 5-12 - carried spot announcements daily
- "Americana," WNBT, March 7th, 9:30-10 PM - used question with AJC line
- Jack Kilty, WNBT, March 11th, 7:30-8 PM - guests, two Girl Scouts and Miss Oleda Schrottky of the field department of the Girl Scouts.
- Danny Webb, WPIX, March 11th, 12th, 5-5:15 PM - guests, six Girl Scouts, three each day.

The "Howdy Doody" series, WNBT, and the "Small Fry Club" series, WABD, are using AJC cartoon spots regularly.

"Court of Current Issues," Dumont television network, presented a program dealing with AJC policy in Germany with respect to the building up of industry there, April 4th, 10-11 PM. Jean Pagus, one of the speakers, appeared at AJC suggestion.

Placed Milton Stewart, Executive Director of the Mayor's Committee on Unity, on the Woman's Club" program, Dumont network, April 22nd, 2-2:15 PM. Mr. Stewart spoke of the techniques used by the Mayor's Committee to combat prejudice in New York City.

The Advertising Council sponsored cartoons and television spots on discrimination prepared by the AJC. The "Genie" cartoon pamphlet produced by the AJC was used for this.
The "Howdy Doody" program telecast the "Kick Me Hard" and "Parrot" television spots during April, NBC-TV, 5:30-6 PM. The "Small Fry Club" program telecast the "Genie" spot, Dumont network, 6-6:30 PM. Other spots used previous to this are "Baseball" and "Looking Alike."

Handled television campaign for Girls' Clubs of America Week, May 8-15. Arranged for the following programs to do special shows on this subject:

- May 8 - "Comics on Parade," with Danny Webb, WPIX, 5:30-6 PM
- May 10 - "Lucky Pup," CBS-TV, 6:30-6:45 PM
- Station WPIX, New York - Carried spot announcements daily.

Arranged for and presented a special Father's Day program for the National Father's Day Committee, titled "Tomorrow's America," ABC-TV, June 17th, 7:30-8 PM. Melvyn Douglas starred as narrator. The film "Make Way for Youth" was presented along with "A Father's Ten Tenets for Building a Strong America."

Presented the "Make Way for Youth" film for Father's Day, WNBT, June 19th, 11:30-12 Noon.

"We the People" carried the story of Felicia Grunfeder, DP who was sent in a coffin by her mother to the Arens family, so that Felicia could escape the Nazis, CBS-TV, June 21st, 9-9:30 PM.

Sent Station WPIX a list of films for possible use on its "Television Chapel" summer replacement series.

"Howdy Doody" devoted ten minutes of its telecast to the "Whipping Boy" television cartoon, WNBT. They have also given their consent for Howdy Doody to be used in AJC cartoons for mass distribution with the Advertising Council.

"We the People" interviewed Irving Berlin in connection with his show "Miss Liberty," and the 100th Birthday of Emma Lazarus, whose poem inscribed on the Statue of Liberty has been set to music by Mr. Berlin, CBS-TV, July 26th, 9-9:30 PM.

Rabbi Theodore Lewis of Touro Synagogue, Newport, Rhode Island, appeared on "We the People" in connection with the anniversary of George Washington's
letter to Touro Synagogue, CBS-TV, August 16th, 9-9:30 PM.

The United Nations Television cartoon and copy were completed for NBC-TV.

Arranged for the following guest appearances for Arthur Mayer, prominent movie executive, and recently motion picture advisor to General Clay, who told stories of denazification in Germany:

October 18 - "Headline Clues" with George Putnam, Dumont Station WARD, 12-12:30 PM
November 1 - "Vanity Fair," CBS-TV, 4:30-5 PM
October 27 - "News of the Hour," WPIX, 6:30-6:45 PM.

Release on the second anniversary of the Report of the President's Committee on Civil Rights was used by the "News of the Hour" program, WPIX, October 28th, 6:30-6:45 PM.

Frank Papp, recently returned from Europe where he studied the DP situation for Church World Service, appeared on "Headline Clues," Dumont Television, November 7th, 12-12:30 PM.

Don Peretz, recently returned from Israel on assignment for the American Friends Service Committee, appeared on the "News of the Hour" program, WPIX, November 25th, 6:30-6:45 PM.

"We the People" told the story of Laurence Goldstein, 11 year old, of Lynn, Mass., Laurence, Mrs. Goldstein and William Warrick, ex-sergeant, were interviewed, NBC-TV, November 25th, 8:30-9 PM.

Beside its widespread activity in the live-program television field, the AJC places numerous films on television stations throughout the country. Through its Film Division, the AJC is constantly reviewing films which can be scheduled for television presentation. A detailed catalogue of available film material for television has already been printed entitled, "Selected List of Human Relations Films." Forty films on the subject of inter-group relations have been cleared for telecast.
The Staff

Milton Krentz, Director
Lynn Rhodes
Esther Shulman

The Budget

The Division spent $33,588 in 1949.

Radio Advisory Committee

Philip Cohen, Director, Radio and Television
Sullivan, Stauffer, Colwell & Bayles
Louis G. Cowan, President
Cowan Radio Productions
Jerome Danzig, Director of Television Program Development
CBS-TV
Alan Ducovny, Television Producer
Kenyon & Eckhardt, Inc.
Sydney Eiges, Vice President
National Broadcasting Company
Mark Goodson, Radio and Television Producer
Lester Gottlieb, Radio Program Producer
Columbia Broadcasting System

Alfred L. Hollander, Vice President
Louis G. Cowan, Inc.
Sydney Kaye, Counsel for the Columbia Broadcasting System
Leon Levine, Director of Public Affairs Programs
Columbia Broadcasting System
David Miller, Counsel for Young and Rubicam, Adv. Agency
George Rosen, Radio Editor Variety
Jack Wyatt, Director, Radio and Television
Grey Advertising Agency, Inc.
Richard C. Rothschild
The Objectives of the Department are:

a) To use radio and television not only as a means of changing the "climate of public opinion" in the interests of better human relations but as an instrument for the stimulation of social action against existing patterns of prejudice and discrimination.

b) To reach as large an audience as possible with recorded radio material and to increase the impact of this material in local communities by enlisting the cooperation of local organizations concerned with improving human relations in their own communities.

c) To stimulate and enlarge the use of this recorded material in the nation's schools after radio station broadcast.

The Institute for Democratic Education

An important part of the work of the Anti-Defamation League is centered in the Institute for Democratic Education. The IDE, although nominally an independent entity, is fully controlled and entirely financed by the ADL. The anonymity of the IDE until recently was based on the assumption that access to radio time and the acceptance of the programs by radio listeners would be greater if the programs were offered thru the medium of a non-sectarian group. In recent years this approach has undergone a radical change, although the goodwill and prestige built up by the IDE are of sufficient importance to retain the name. The Board of Directors includes educators, radio communication specialists and radio executives. Rabbi William F. Rosenblum is President. He is also the member of the ADL National Program Division responsible for this Department. They have always been fully advised of and accepted the relationship to the ADL both as to operational control and financing. Also, agencies such as the
National Information Bureau and Advertising Council are fully advised as to this relationship. To an increasing degree radio stations and local participating organizations are aware of the ADL's relationship to the IDE.

The utilization of radio time for the IDE programs is made possible by the very nature of the FCC conditions for licensing radio stations which include the requirements that they must have: (1) balanced programs which must include time allotted to programs of a public service nature and (2) that public organizations must have access to the air.

The IDE has developed its radio program thru recorded programs. This affords it a number of important advantages:

(a) High quality programs controlled by radio transcription,

(b) This includes the greater possibility of the utilization of top script writers, and leading figures of the stage, screen, and radio,

(c) The recordings also permit the mass production of platters with the resulting wider coverage of radio stations.

The programs are presented as the highly publicized and widely accepted "Lest We Forget Series", a group of thirteen platters, each one a dramatic or documentary presentation. The source materials for the series are documentary or quasi-documentary based on actual case data drawn chiefly from the ADL files or related sources. The dramatic stories give the flavor of truth coming out of a direct experience with real people involved in real problems in terms of human interest. The shows are resolved emotionally, but the problem presented remains unsolved - leaving the listener on a high note of emotional reaction embedded in a clear statement of the problem. This technique is intended to move the listeners to social action for a solution of the problem.

The scripts are written by free lance writers under the editorship of
the Department's Director, Harold Franklin. The production is by NBC or Columbia Records under the direction of Albert Ward, staff director, Batten Barton, Durstein and Osborne. Name talent are employed, among whom are: Melvyn Douglas, Wendy Barrie, Ralph Morgan, Canada Lee, John Carradine, Everett Sloane, Quentin Reynolds, Myron McCormick, Sam Jaffe, Donald Cook, Jay Jostyn, Helen Hayes, Fredric March, Elissa Landi, Ralph Bellamy, Sam Levene, Paul Lukas, Victor Jory, Geraldine Fitzgerald, Vera Zorina, Raymond Massey, Bambi Linn, Alan Baxter, Helen Claire, Betty Garde, Ezra Stone, Tyrone Power, Edward R. Morrow, Faye Emerson, Walter Hampden, Cornel Wilde, Arnold Moss, Martha Scott, Macdonald Carey, and Richard Widmark.

The artists are paid union class A transcription rates. In many instances the stars often return their fees as contributions to the IDE.

In the very nature of the broadcasts, the recordings are directed to the large undifferentiated mass radio audiences. The content of the recordings, however, has increasingly become more specific in the themes so that the programs of earlier years on brotherhood, tolerance, and goodwill have given way to themes on discrimination in housing, employment, education, etc.

The platters are released in packages of thirteen. Promotional brochures are prepared. The distribution is offered first to 50,000 watt stations then to 10,000 watt stations and down the line to 250 watt stations and finally to unaffiliated FM stations.

In 1949 the Lest We Forget Series - "Stories To Remember" was broadcast over a total of 842 radio stations with nation-wide coverage. This included the following wattage category stations:

- 18 - 50,000 watts
- 7 - 10,000 watts
- 118 - 5,000 watts
- 237 - 1,000 watts
- 16 - 500 watts
- 324 - 250 watts
35 FM and 63 stations not yet listed by Radio Annual together with 12 University stations.

These broadcasts give coast to coast coverage in each wattage category within an 18 month period.

In addition to broadcasts of "Stories To Remember", the earlier IDE series, namely "The American Dream" was broadcast by 199 stations in 1949 and "These Great Americans" by 67 stations in 1949.

The broad acceptance of the IDE radio programs was demonstrated by the fact that 52% of all broadcasts were on class A time - 6:30 PM to 10:30 PM. Forty-eight per cent were broadcast mornings and afternoons with a majority in the late afternoon. There were no broadcasts scheduled before 9:00 AM.

Panel Discussions

In 1949 the practice of having panel discussions accompany the transcribed broadcast has been employed.

When the series is completed and before it goes to the radio stations all ADL Regional Offices and CRCs are notified of the availability of the recordings one month before release. The recordings are offered for local exploitation with a panel discussion. This is done even if it means the sacrifice of having the broadcast over a larger station than is available in the local community. After the local broadcast with panel discussion is set, the recordings are then offered to the 50,000 watt stations whose primary listening audience does not include the local community. The use of a panel discussion is considered of sufficient importance to risk the sacrifice of the large wattage stations.

The panel discussion, with locally known and prominent participants increases the impact of the program in the community. It permits the dramatization of local problems i.e. in Milwaukee the panel discussed hotel and resort
discrimination in the area. It also opens the way to access to radio time to local community relations organizations as was the experience of the Indianapolis CRC. Suggested outlines for panel discussions are made available to ADL Regional Offices and CRCs.

Publicity and advertising materials are provided by the IDE to the Regional Offices and CRCs. The promotion of the programs locally is welcomed by the radio stations.

Organizations That Have Sponsored And/Or Conducted Panel Discussions Based On "Lest We Forget" Series.

National Conference of Christians & Jews
Brainerd—Minnesota
Grand Rapids—Minnesota
South Bend—Indiana
East St. Louis—Illinois
Providence—Rhode Island

Pottsville Jewish Community Center—Pennsylvania

Seattle Community For Civic Unity—Washington

Jr. Chamber of Commerce
Endicott—New York
Johnson City—Tennessee
Atlantic City—New Jersey

Jewish Labor Committee—Los Angeles—California

Tacoma Junior League—Washington

Mankato League of Women Voters—Minnesota

Toledo Board of Community Relations—Ohio

Evanston Audio-Visual Fellowship—Illinois

B’rith Women’s Chapters
Springfield—Missouri
Savannah—Georgia
Daytona—Florida
Monessen—Pennsylvania
Springfield—Ohio

Council for Civic Unity
San Luis Obispo—California
Monterey—California
San Mateo—California
New Rochelle—New York

New Jersey Division Against Discrimination
   Newark—Paterson—Asbury Park
   New Brunswick—Trenton

New York State Commission Against Discrimination
   Buffalo—Cortland—Ithaca—Jamestown
   Lackawanna—White Plains—Ogdensburg
   Syracuse—Troy

Intergroup Goodwill Council
   Bridgeport—Connecticut
   Youngstown—Ohio

Jewish Community Council
   Philadelphia—Pennsylvania
   Pittsburgh—Pennsylvania
   Warsaw—Indiana
   Milwaukee—Wisconsin
   Akron—Ohio
   Newport News—Virginia

Jewish Community Relations Council
   Stockton—California
   St. Paul—Minnesota
   Detroit—Michigan

Urban League
   Flint—Michigan
   Cleveland—Ohio
   Hammond—Indiana

East Bay Fellowship
   Oakland—California

Connecticut Inter-Racial Commission
   New Haven—Connecticut
   New Britain—Connecticut
   Norwich—Connecticut
   Waterbury—Connecticut

Inter-Racial Commission
   Rockford—Illinois
   Springfield—Missouri
   Houston—Texas

Ministerial Association
   Daytona Beach—Florida
   Milwaukee—Wisconsin
American Veterans Committee of Urbana
Champaign--Illinois

Mayor's Friendly Relations Committee
Cincinnati--Ohio

Interfaith Commission on Tolerance & Understanding
Appleton--Wisconsin

Marathon County Coordination Council
Wausau--Wisconsin

Lincoln Centre
Poughkeepsie--New York

Jewish Labor Committee and Michigan CIO Council
Port Huron--Michigan

Local Ministerial Alliance
Centralla--Illinois
Milwaukee--Wisconsin
Altoona--Pennsylvania

Kenosha Committee on Human Rights--Wisconsin
Committee on Democratic Education--Racine--Wisconsin
Brotherhood in Action
Waukesha--Wisconsin

Fort Wayne Jewish Federation--Indiana

Appleton Interfaith Committee--Wisconsin

Council of Social Agencies (representing 150 organizations)
Seattle--Washington

Women's Zionist Organization of America
Harristburg--Pennsylvania

United Church Committee of Batavia--New York

YWCA & The Lions Group--
Kingston--New York

Junior Women's Club of Tifton--Georgia

PTA Haverhill High School--Massachusetts

Council on Human Relations
St. Petersburgh--Florida
The following listing of a typical series of panel discussion broadcasts based on the "American Dream" as arranged by the Stockton California Council for Civic Unity on Station KDGM illustrates the broad participation of community leaders and organizations made possible by this type of program.

1. Elwood D. Howse, attendance officer for Stockton Schools; Sister Rose Matthew, Maryknoll Sister, teacher in Release Time School; Mrs. C. W. Copeland, president of the Stockton PTA Council.

2. Corwin Henney, vice-commander of the Karl Ross Post of the American Legion; Skipper Yee, born in China, war veteran and now employed at State Hospital; Paul Hubbard, chief asst., Probation Officer, born in Puerto Rico; Ernest Peters, public accountant, Jewish refugee, former commissioner of Agriculture for the state of Prussia.

3. Dean Lloyd Bertholf of the College of the Pacific; Ben Salazer, Latin-American Club leader and student at Stockton College, veteran; Allen Corren, vice-president of B'nai B'rith, businessman; Reba Watterson McIntire, Miss California of 1948, college student

4. Mrs. Harold Jacoby, housewife; Mrs. Pet McCane, president of the AAUW; Mrs. Eric Kassell, Jewish immigrant, member of Bus. & Prof. Wc. Club; Mrs. Quigley, president of the Cosmopolitan Club.

5. Sheriff Carlos Souza of San Joaquin County; Capt. Monk, head of Police Training Program & Personnel for Stockton; Dr. Harold Jacoby, head of dept. of Sociology at College of Pacific.

6. Joe Hotl, Chrmn. of Mayor's Housing Comm.; Elmer Castillo, Mexican Realtor; Austin Williams, Negro minister of Greater Faith Baptist Church, vice-pres. of Stockton Council of Churches.

7. Frank Jawerski, president of the Longshoremen (ILWU); Willie B. Williams.
pres. of the FEPA and Negro businessman; Robert House, plant mgr. of Frank M. Wilson Cannery

8. Rev. Sam Wright, Unitarian; Wm. Rogers, reporter on Stockton Record; Dr. I. I. Weiss, psychiatrist at Stockton State Hospital & Pres. of Jewish Community Council.

9. Dr. Wilfred Mitchell, consulting psychologist; Frank Lapeik, Czech businessman; Florence Kimura, Nisei student at COP.

Use of Radio Series in Schools

The recordings were used in school systems in various cities. In some cases, the programs were broadcast directly into the schools either over the regular stations as in the case of KDKA, Pittsburgh or WNYC/WNYNE, New York City. Chicago, Atlanta, and Los Angeles are among the other large cities where such broadcasts were used. There was a pre-broadcast preparation of the students and post broadcast discussions. The broadcasts were used both as part of assembly programs and in classroom. In some cases this was followed up by essays by the students or the organization of clubs for better intergroup relations.

Where direct broadcast was not used there was extensive use of the recordings for playback. The scripts of the recordings were also used for assembly program production.

In many instances the scripts of the recordings were used for local "live" broadcasts over AM or FM stations. For example on WVOG, Coral Galbes, Florida, "The American Dream" scripts were presented by University of Miami students and on WRFD, Columbus, Ohio. The same series was presented by Marietta College students. The scripts are also used in university radio workshops. For such use the IDE charges $2.00 for a set of thirteen scripts.
produced in a brochure - 281 scripts were distributed to Regional Offices, CRCs and radio stations by the IDE.

State FEP Campaigns

Early in 1949 a recorded panel discussion on FEPC was produced entitled "Fair Play in Four States." On the panel were Commissioners of the four states that had FEP legislation: Caroline Simon, New York State Commission Against Discrimination; Mildred Mahoney, Massachusetts Fair Employment Practices Commission; Joseph Bustard, New Jersey Division Against Discrimination; and Frank T. Simpson, Connecticut Inter-Racial Commission. This recording was used in the 1949 State FEP Campaigns. It was broadcast over 82 stations and was usually accompanied by a local live panel discussion.

National Radio & Television Programs

The following "live" radio programs were produced by the Department:

1/6/49 CBS Network 9:30-10 p.m. "The Goal of Freedom" with Claude Raines, narrator - Documentary on Anti-Semitism.

1/14/49 CBS Network 4:30 p.m. Dr. A.O. Ivy "Racial Economic Barriers to College"

11/5/49 WGN Chicago Dr. A.C. Ivy - "Discrimination in Higher Education"

11/20/49 NBC Network 1:30-2 p.m. University of Chicago Round Table "Discrimination in Education", Malcolm Ross, Louis Wirth, A.C.Ivy

The television program of the Department in 1949 included the following telecasts:

1/27/49 WABD, New York Channel Films and Recordings
1/27/49 WABD, New York "One People"

2/6/49 WABD, New York "One People"
3/4/49  WLTT, Cincinnati  "One People"
6/20/49  WPIX, New York  "Pixie Playtime" - featured one song each week, for eleven weeks, of "Little Songs on Big Subjects". Initial broadcast, announced contest for best letters and poems on "Little Songs". Last couple of minutes of each broadcast devoted to songs. (Program on Monday, Thursdays, Fridays and Saturdays.)
7/18/49  WJZ-TV  7:30-8:00 p.m.  "On Trial" - Does Free Speech for Bigots Strengthen Democracy", Henry Epstein, William Kerman, Elmer Rice, Paul Porter
11/3/49  WBKW-Chicago  8:30 p.m.  "Listening Post" -- Interview Dr. A. C. Iv, Vice President, University of Illinois, Louis Wirth, University of Chicago by Ulmer Utley on "Discrimination in Higher Education

Regional Office Radio and TV Programs

The Regional Offices, besides the above described cooperation with IDE have been developing local radio programs. These are live shows with local personalities. Typical is the Columbus, Ohio program over WRFD, a large rural station serving central Ohio. This is a half hour weekly program, a panel discussion on group relations problems.

There has also been some "salting in" of ADL material on local programs.

The following is a sample listing of "live" radio and television programs produced mainly by the Metropolitan Regional Office and a number of other Regional Offices.

<table>
<thead>
<tr>
<th>Date</th>
<th>Station</th>
<th>Program</th>
<th>Person or Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 2</td>
<td>WMCA</td>
<td>&quot;Something Ought to be Done&quot;</td>
<td>FEPC; FEDPC</td>
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<tr>
<td>Jan. 2</td>
<td>WLIR</td>
<td></td>
<td>Rev. Richard Evans</td>
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<tr>
<td>Date</td>
<td>Station</td>
<td>Program</td>
<td>Person or Content</td>
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<tr>
<td>Jan. 3</td>
<td>WBVP (Beaver Falls, Pa.)</td>
<td></td>
<td>Harold Russell</td>
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<tr>
<td>Jan. 4</td>
<td>WAZL (Hazleton, Pa.)</td>
<td></td>
<td>Rev. Richard Evans</td>
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<tr>
<td>Jan. 7</td>
<td>WEVD</td>
<td></td>
<td>Rev. Wm. Kernan</td>
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<tr>
<td>Jan. 9</td>
<td>WLIB</td>
<td></td>
<td>Ruth Bryan Rohde</td>
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<tr>
<td>Jan. 12</td>
<td>WQXR</td>
<td></td>
<td>Rev. Richard Evans</td>
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<tr>
<td>Jan. 13</td>
<td>WNJR (Newark, N.J.)</td>
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<td>Harold Russell</td>
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<tr>
<td>Jan. 14</td>
<td>WEVD</td>
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<td>Rev. Wm. Kernan</td>
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<tr>
<td>Jan. 16</td>
<td>WLIB</td>
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<td>Richard Evans</td>
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<tr>
<td>Jan. 21</td>
<td>WEVD</td>
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<td>Rev. Wm. Kernan</td>
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<tr>
<td>Jan. 21</td>
<td>WTOL (Toledo, Ohio)</td>
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<td>Franklin D. Roosevelt, Jr.</td>
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<tr>
<td>Jan. 23</td>
<td>WLIB</td>
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<tr>
<td>Jan. 28</td>
<td>WEVD</td>
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<td>Rev. Wm. Kernan</td>
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<tr>
<td>Jan. 30</td>
<td>WLIB</td>
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<td>Rev. Richard Evans</td>
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<tr>
<td>Jan. 30</td>
<td>WMCA</td>
<td>&quot;Something Ought to Be Done&quot;</td>
<td>Henry Craft; Ted Pston, Jos. C. Noethen; &quot;Wiener; Alfred Cain</td>
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<td>Jan. 31</td>
<td>WEEU (Reading, Pa.)</td>
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<td>Harold Russell</td>
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<tr>
<td>Jan. 31</td>
<td>WRAW (Reading, Pa.)</td>
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<td>Harold Russell</td>
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<tr>
<td>Feb. 1</td>
<td>WTTN (Trenton, N.J.)</td>
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<td>Harold Russell</td>
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<tr>
<td>Feb. 2</td>
<td>KLZ (Denver, Colo.)</td>
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<td>Harold Franklin</td>
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<tr>
<td>Feb. 2</td>
<td>WWRL (Hempstead, N.Y.)</td>
<td></td>
<td>Beatrice Harrison</td>
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<tr>
<td>Feb. 3</td>
<td>WBAL (Baltimore, Md.)</td>
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<td>Harold Russell</td>
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<tr>
<td>Feb. 3</td>
<td>KTLN (Denver, Colo.)</td>
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<td>Harold Franklin</td>
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<tr>
<td>Date</td>
<td>Station</td>
<td>Program</td>
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<tr>
<td>Feb. 5</td>
<td>WLIB</td>
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<td>Rev. Richard Evans</td>
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<td>Feb. 8</td>
<td>WOR</td>
<td>Martha Dean's Program</td>
<td>Ethel Alpenfels</td>
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<tr>
<td>Feb. 12</td>
<td>WLIB</td>
<td></td>
<td>Rev. Richard Evans</td>
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<td>Feb. 19</td>
<td>WLIB</td>
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<td>Rev. Richard Evans</td>
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<tr>
<td>Feb. 23</td>
<td>WSYR (Syracuse, N.Y.)</td>
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<td>Feb. 23</td>
<td>WOR</td>
<td>Martha Deane's Program</td>
<td>Ruth Gruber</td>
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<td>Feb. 24</td>
<td>WNBF (Binghamton, N.Y.)</td>
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<td>Feb. 26</td>
<td>WLIB</td>
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<td>Rev. Richard Evans</td>
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<td>March 4</td>
<td>WMCA</td>
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<td>March 5</td>
<td>WLIB</td>
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<td>March 8</td>
<td>WABC</td>
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<td>Harold Russell</td>
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<tr>
<td>March 9</td>
<td>WAZL (Hazelton, Pa.)</td>
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<td>March 10</td>
<td>WWRL (Woodside, L.I.)</td>
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<td>March 11</td>
<td>WSNJ (South River, N.J.)</td>
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<td>March 12</td>
<td>WLIB</td>
<td></td>
<td>Rev. Richard Evans</td>
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<tr>
<td>March 14</td>
<td>WCBS</td>
<td>&quot;This Is New York&quot;</td>
<td>Harold Russell</td>
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<tr>
<td>March 14</td>
<td>WNBT</td>
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<td>Harold Russell</td>
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<td>March 16</td>
<td>WNLC (Norwich, Conn.)</td>
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<td>Harold Russell</td>
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<tr>
<td>March 18</td>
<td>WPAT (Paterson, N.J.)</td>
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<td>March 18</td>
<td>WABC</td>
<td>Pat Barnes Program</td>
<td>Harold Russell</td>
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<td>March 19</td>
<td>WOR</td>
<td>Lunch at Sardi's</td>
<td>Harold Russell</td>
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<td>March 19</td>
<td>WLIB</td>
<td></td>
<td>Rev. Richard Evans</td>
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<tr>
<td>March 20</td>
<td>WNYC (also Voice of America) 2:00-3:30 p.m.</td>
<td>Jewish Music Program</td>
<td>Harold Russell</td>
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<tr>
<td>March 23</td>
<td>KYW (Phila., Pa.)</td>
<td></td>
<td>Harold Russell</td>
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<tr>
<td>March 23</td>
<td>WIBG (Phila., Pa.)</td>
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<td>Date</td>
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<tr>
<td>March 23</td>
<td>WFIL (Phila., Pa.)</td>
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<td>Harold Russell</td>
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<td>March 30</td>
<td>WEVD</td>
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<td>Speakers Research Comm. for UN</td>
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<tr>
<td>April 6</td>
<td>WPAT (Paterson, N.J.)</td>
<td></td>
<td>Kurt Singer</td>
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<tr>
<td>April 6</td>
<td>WCBS</td>
<td>&quot;This Is New York&quot;</td>
<td>Kurt Singer</td>
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<tr>
<td>April 19</td>
<td>WIP (Phila., Pa.)</td>
<td>Kit Crane Program</td>
<td>Kurt Singer</td>
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<td>April 22</td>
<td>WEVD</td>
<td></td>
<td>Gerard Priestley</td>
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<tr>
<td>April 26</td>
<td>WBAX (Wilkes Barre, Pa.)</td>
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<td>Helen Lange</td>
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<td>April 26</td>
<td>WILK (Wilkes Barre, Pa.)</td>
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<td>Dr. Harold Korn</td>
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<td>April 28</td>
<td>WEVD</td>
<td></td>
<td>Kurt Singer</td>
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<tr>
<td>April 28</td>
<td>WRNL (Richmond, Va.)</td>
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<td>Kurt Singer</td>
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<tr>
<td>April 28</td>
<td>WXGI (Richmond, Va.)</td>
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<td>May 13</td>
<td>WEVD</td>
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<td>Juliet Brudney</td>
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<td>May 13</td>
<td>WCBS</td>
<td>&quot;This Is New York&quot;</td>
<td>Ruth Weintraub</td>
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<td>May 27</td>
<td>WEVD</td>
<td></td>
<td>Oscar Cohen</td>
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<tr>
<td>June 1</td>
<td>WCBS</td>
<td></td>
<td>Arnold Forster</td>
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<tr>
<td>June 3</td>
<td>WEVD</td>
<td></td>
<td>Harold Braverman</td>
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<td>WCBS</td>
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<td>Arnold Forster</td>
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<tr>
<td>June 10</td>
<td>WEVD</td>
<td>&quot;Pride &amp; Prejudice&quot;</td>
<td>Lester Waldman-Civil Rights</td>
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<td>June 10</td>
<td>WEVD</td>
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<td>Moe Sass</td>
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<td>June 15</td>
<td>WEVD</td>
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<td>Gerard Priestley</td>
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<td>June 15</td>
<td>KUOM (Minneap., Minn.)</td>
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<td>Gerhart Seger</td>
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<td>June 17</td>
<td>WEVD</td>
<td>&quot;Pride &amp; Prejudice&quot;</td>
<td>Harry Sperber</td>
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<td>Kurt Singer</td>
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<td>Lester Waldman</td>
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<td>Date</td>
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<td>Program</td>
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<tr>
<td>June 25</td>
<td>WEVD</td>
<td>&quot;Pride &amp; Prejudice&quot;</td>
<td>Lester Waldman</td>
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<tr>
<td>Nov. 16</td>
<td>WNYC 9:30-10:00</td>
<td>&quot;Queens College Forum&quot;</td>
<td>Discrimination in Education</td>
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<td>Nov. 30</td>
<td>WEVD 10:00-10:30</td>
<td>&quot;Round Table Discussion&quot;</td>
<td>Discrimination in Education</td>
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<td>December</td>
<td>WEVD</td>
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<td>Discrimination in Education</td>
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**Television**

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<thead>
<tr>
<th>Jan.</th>
<th>WABD (N.Y)</th>
<th>&quot;Court of Current Issue&quot;</th>
<th>Walter White</th>
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<tr>
<td>Jan. 21</td>
<td>WSTD-TV (Toledo, Ohio)</td>
<td></td>
<td>Franklin D. Roosevelt, Jr.</td>
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<tr>
<td>Jan. 21</td>
<td>WABD-TV</td>
<td>&quot;We The People&quot;</td>
<td>Spencer Brown</td>
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<td>Feb. 8</td>
<td>WABD-TV</td>
<td>Womens Club, NYC</td>
<td>Beatrice Harrison,</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Helen Maisner</td>
</tr>
<tr>
<td>March 1</td>
<td>WABD-TV</td>
<td>Womens Club, N.Y.C.</td>
<td>Mildred Nottahedah, Pearl</td>
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<td></td>
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<td>Richardson, Marion H. Zucker</td>
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<tr>
<td>March 15</td>
<td>WCBS-TV</td>
<td>&quot;We The People&quot;</td>
<td>Harold Russell</td>
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<tr>
<td>June 23</td>
<td>WABD-TV</td>
<td>Womens Club, N.Y.C.</td>
<td>Helen Lange</td>
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<td></td>
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<td>Gerard Priestley</td>
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</tbody>
</table>

**Awards**

The IDE programs have received wide acceptance and approval. In 1949 the IDE received awards from the Institute for Radio Education, Ohio State University, for "Il Prosimo Tuo" (special award) and for "Stories To Remember." (honorable mention)
Staff

The staff of the Department consists of:

The Director, Harold Franklin
Assistant NYC, Oscar Miller
Assistant Chicago, Toby Zion

The Budget

The Department spent in 1949 - $50,807

The Officers and Board of the IDE

President, William F. Rosenblum
Rabbi, Temple Israel, New York

Chairman of Board, Howard M. LeSourd
Dean, School of Public Relations
Boston University

Board of Governors

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Institution/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Erik Barnouw</td>
<td>Director Radio Committee</td>
<td>Columbia University, New York</td>
</tr>
<tr>
<td>William D. Boutwell</td>
<td>Scholastic Magazines</td>
<td>New York</td>
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<tr>
<td>Anne M. Cooke</td>
<td>Professor of Drama</td>
<td>Howard University, Washington, D.C.</td>
</tr>
<tr>
<td>Sterling W. Fisher</td>
<td>Manager, Public Affairs &amp; Education Department</td>
<td>National Broadcasting Company</td>
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<tr>
<td>Robert B. Hudson</td>
<td>Director, Education and Opinion Broadcasts</td>
<td>Columbia Broadcasting System</td>
</tr>
<tr>
<td>Rufus Von Kleinsmid</td>
<td></td>
<td>Chancellor, University of Southern California</td>
</tr>
<tr>
<td>Paul Lazarsfeld</td>
<td></td>
<td>Director Office of Radio Research, Columbia University</td>
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<tr>
<td>Harry Maizlish</td>
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<td>Manager, Station KFWB, Hollywood, Calif.</td>
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<td>M. Hughes Miller</td>
<td></td>
<td>American Education Press, Inc., Columbus, Ohio</td>
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<tr>
<td>Bruno Randolph</td>
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<td>J. D. Tarcher &amp; Co., New York</td>
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<tr>
<td>Robert Saudek</td>
<td></td>
<td>Vice-Pres. Public Affairs, American Broadcasting Company</td>
</tr>
</tbody>
</table>
Board of Governors IDE Contd.

Charles A. Siepmann
    Chairman, Dept. of Communications
    New York University

Ralph W. Sockman
    Minister, Christ Church
    New York

Wesley A. Sturges
    Dean, Law School
    Yale University

Harrison B. Summers
    Dept. of Speech
    Ohio State University

Frank N. Trager
    National Program Director
    Anti-Defamation League of B'naï B'rith
    New York

I. Keith Tyler
    Director of Radio Education
    Ohio State University

Julius E. Warren
    Superintendent of Schools
    University City, Missouri
RADIO AND TELEVISION COORDINATION

The work in this area has been carried on without any contact, coordination or conflict between the two agencies. This has been due to the fact that the use of the medium in radio has been different by each of them. The major emphasis of the ADL has been on recorded programs, that of the AJC has been on live shows. In television there has also been no real conflict or duplication, although the possibility is there, since there is no difference between them in the use of that medium.

It is to be noted that the Regional Offices of the ADL are increasingly developing live shows. But since these for the most part are over local stations, there is no conflict with the AJC with its larger use of networks.

Also the AJC has produced recorded programs. The labor recording is an example.

Since the "division of work" between live shows and recordings has been arrived at by tacit agreement which is not absolute, it would be desirable that periodic conferences for the exchange of plans and information be held. Such conferences are particularly desirable in the TV field where there is not, so far as can be determined, any "natural" division of work. Also to the degree that the agencies may in the future embark on joint efforts on civil rights campaigns contacts between the directors of the two departments should be established.