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

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

II. ACTIVITIES

1. Met with NBC TV producer assigned to special program on prejudice to be presented in connection with the opening of Institute of Human Relations. Researching material suitable for dramatization.

2. Planning trip to Touro Synagogue, Newport, Rhode Island, to make arrangements for CBS telecast of High Holy Day service.

3. Sent reprints of Ambassador Eban's speech delivered at AJC's Annual Meeting to Radio and TV Commentators and key public affairs personnel.

4. First issue of human relations newsletter to be used on local radio stations prepared for mailing on September 15.

5. Monitored TV program on Black Supremacy Movements.

6. Attended meeting to discuss possible radio and TV programs based on Plight of the Jews in Eastern Europe.

7. Met with staff member assigned to "Open End" WNTA-TV panel program to discuss possible guests for program on prejudice. Prepared list of possible guests for program.

8. Submitted entry for Westinghouse Broadcasting Company 1958 Paul Revere Award presented to the national
service organization which had done the best job during 1958 in projecting its cause through the most effective use of local radio and television.

9. Selected scripts for Foreign Affairs Department for use by Paris office.

10. Rabbi Benjamin Sincoff appeared on July 1 WOR "News on the Human Side" radio program. Dr. Fineberg appeared on the July 29th program.

11. Arranged for screening of educational TV film.

12. Secured for NBC Continuity Acceptance Department copy of report on the influences affecting the moral and spiritual climate of New York City which was sent to Mayor Wagner by the Committee of Religious Leaders of the City of New York.

13. Met with members of the Consultative Council on Desegregation to discuss possible programs to counteract White Citizens Councils programs.

14. Flyer on "The Trophy" sent to Jewish Community Council of St. Paul for distribution to fraternities and sororities of the University of Minnesota.

15. Researching material for radio newsletter.

16. Publicized among staff members programs of special interest to AJC.

17. Met with Rabbi Robert I. Kahn, newly-elected National Chaplain of the American Legion to discuss possibilities of future appearances by him on radio and TV.

18. The producer of the NBC "Open Mind" program has expressed interest in doing a program based on AJC's report on the plight of the Jews in Eastern Europe.
TO: Mr. Alfred L. Bernheim

FROM: Milton E. Krents

DATE: August 31, 1959

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

1. A staff meeting was held in Dr. Slawson's office with Ethel Phillips, David Danzig, Edwin Lukas and Milton Krents, to discuss new emphases for a television script to be written by George Lefferts, NBC staff writer, for the forthcoming AJC-NBC Institute of Human Relations Television program scheduled for January, 1960.

A luncheon meeting with the above staff members in attendance was held with Marilyn Kaemmerle of NBC to discuss suggestions and ideas which had come out of the earlier staff conference. Miss Kaemmerle will rely this new material to Mr. George Lefferts who is now in the process of working on a second draft of the script which will be completed in the next two or three weeks.

2. Met with Jean Kennedy, producer of David Susskind's "Open End" television program to discuss an Institute program on the anatomy of hate which would tie in with the dedication of the Institute of Human Relations. Program tentatively set for November presentation on station WNTA, Channel 13.

3. NBC Script Clearance Department requested AJC's opinions on forthcoming NBC television programs "What Makes Sammy Run" to be presented at the end of September in two one-hour installments. Scripts by Budd Schulberg have been read in AJC by S.A. Fineberg, David Danzig, Edwin Lukas and the Radio and TV Department. The NBC Script Clearance Department plans to attend all rehearsals to guard against any stereotyping in the production.
4. Discussed with the CBS Script Editing Department two upcoming television programs of concern to the AJC -- an hour and a half dramatization of "Oliver Twist" and a musical television spectacular entitled, "Louis the Louse," the story of a Broadway loan shark.

5. Secured services of Stephen Gethers, well-known television writer, who has written for "Playhouse 90" and "Studio One", to write a half-hour program for ABC-TV presentation on Human Rights Day in December. This telecast will be produced by AJC and will be cosponsored by a number of national organizations. Arranged meeting in early September with Gethers and Ethel Phillips to discuss script.

6. Arranged meeting with Broadcasting and Film Commission and National Council of Catholic Men to complete plans for a second annual Tri-Faith Television Workshop.


8. WRCA-TV's "Open Mind" program of August 9 presented a program on "Israel and American Jewry." Participants included Sen. Jacob Javits, Ralph Friedman and Hal Lehrman.
DATE: September 30, 1959

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

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

1. Continuing discussions with NBC producer assigned to NBC-TV show to be presented in conjunction with the dedication of the Institute of Human Relations, scheduled for January, 1960.

2. David Susskind's "Open End" WNTA-TV program of October 25 will deal with the anatomy of prejudice.

3. Met with writer assigned to do script for ABC-AJC Human Rights TV program for network presentation in December.

4. Met with CBS program producer to discuss forthcoming Chanukah program to be televised from Touro Synagogue, Newport, Rhode Island. Attempting to secure Robert Frost as narrator.

5. AJC will also do a High Holy Day program on ABC radio network on Thursday, October 8, 1959, 11:00 to 11:30 P.M. Featured will be Morris N. Kertzer, Lawrence Davidson of the Metropolitan Opera Association and a holiday message by Herbert B. Ehrmann.

6. A first mailing of 1500 copies of Speaking of People, human relations newsletter for radio stations was sent out on September 1. We have already received two hundred and fifty requests from stations who wish to receive the newsletter regularly. Three more large mailings with enclosed reply cards are planned.

7. Met with representatives from the National Council of Catholic Men and the Broadcasting and Film Commission of the National Council of Churches to discuss tri-faith workshop on Religion and the Mass Media to be held some time in January.
8. Alma Dettinger of WQXR's "Other People's Business" has expressed interest in scheduling a program based on AJC's *Plight of the Jews in Eastern Europe*.


10. Dr. Kertzer delivered High Holy Day message on September 30 WOR "News on the Human Side" program.

11. Met with Murray Katzman and William Weston of CBS staff to discuss hatemongers and hate literature for proposed CBS TV program.

12. Acted as consultant to NBC script editing department on a number of scripts involving possible stereotyping of Jews -- "House on High Street" series and "What Makes Sammy Run?"

13. Attended evening meeting of Mass Media Education Committee.

14. Secured transcripts of programs of interest to AJC.

15. Attempting to place Dr. Kertzer on Bishop Pike, ABC-TV program.

16. Met with St. Louis Area Director re setting up a Rabbinical or Tri-Faith TV Workshop in St. Louis.

17. Consultant to Chicago Area Director on possible Tri-Faith TV Workshop in Chicago.

18. Met with new staff person in Washington office.

19. Checked complaints on radio broadcasts.

20. Met with new public relations director of National Child Labor Committee.
TO: Mr. Alfred L. Bernheim  
FROM: Milton E. Krents  

MASS MEDIA DIVISION  
RADIO AND TV SECTION  

REPORT FOR NOVEMBER AND DECEMBER, 1959

1. Robert Frost, eminent poet, was the guest when "Lamp Unto My Feet" presented A Twig Shall Grow, a special broadcast in observance of Chanukah on Sunday, December 27 (CBS - TV network, 10:00 to 10:30 A.M.) The program was televised at historic Touro Synagogue at Newport, R. I., the oldest Jewish shrine in America. Mr. Frost discussed the meaning of freedom in America and recited one of his poems. Rabbi Theodore Lewis served as host to Mr. Frost. Dr. George Crothers of CBS was the narrator. The program traced the early contributions made to our nation's colonial culture by American Jews and outlined the significance of Chanukah.

2. On Sunday, December 13, 3:00 to 3:30 P.M. (EST) the American Broadcasting Company in cooperation with the AJC presented "The Children of Strangers" a dramatic presentation written by Virginia Mazer. The story poignantly projected a young girl's discovery of a dark side of American life when confronted with prejudice in her adopted country. The telecast was presented in connection with the 11th anniversary of the U.N. Declaration of Human Rights.

Letters of praise for the program and requests for the script have been received by this office. The Women's Division of the Methodist Church will show the kinescope at its annual conference in January, 1960.
3. S. Lee Pogostin, well-known TV writer, has completed the script for the special coast-to-coast NBC-TV network program to be presented in observance of the dedication of the Institute of Human Relations on Sunday, January 24 from 2:00 to 3:00 P.M. The dramatization will be an adaptation of "Destiny's Tot," one of the stories from the notable book, "The Fifty-Minute Hour" by Dr. Robert Lindner. Fielder Cook will direct the program. The program will be shown over closed-circuit TV at the luncheon meeting of the Executive Board to be held at the Roosevelt Hotel.

4. Continued to hold meetings to plan agenda, arrange for participants and guest list for Tri-Faith Workshop to be held on Thursday, January 28 at the Institute of Human Relations from 9:30 A.M. to 5:00 P.M. The conference will be concerned with TV as an educational tool and as a tool in religious education; and intergroup responsibilities in religious education.

5. Addressed St. Louis Rabbinical Association on possible Rabbinical TV workshop to be sponsored in cooperation with our St. Louis chapter.

6. At the suggestion of CAD staff member, visited Jewish Community Council office in Boston to discuss radio and TV programs vis-a-vis the Jewish community. Made a number of suggestions for programming which the director received enthusiastically.

7. Made suggestions for intergroup relations radio and TV programming to Community Relations Commission of Erie, Pa.

8. Met with New York Board of Regents TV Producer and made a number of suggestions for future educational TV programming on human rights.
9. Arranged for AJC President's New Year message to be beamed to countries overseas (except Poland) by Radio Free Europe.

10. Sent 1960 edition of The People Take The Lead to commentators and key people in the broadcasting field.

11. Supplied background material on prejudice in politics to NBC-TV "Briefing Session" program.

12. Rabbis Benjamin Sincoff and Simon Reznikoff appeared on the WOR "News On The Human Side" program.

13. Mailed out two issues of Speaking of People.

14. Sent schedule of Dedication events to NBC Vice President for possible TV coverage.

15. Attempting to arrange 4th Annual Civil Rights program on NBC's "Open Mind" TV program.

16. Investigated complaint of anti-semitic remark made on NBC-TV network program. Brought incident to attention of program producer.
TO: Mr. Alfred L. Bernheim
FROM: Milton E. Krents

MASS MEDIA DIVISION
RADIO AND TV SECTION

REPORT FOR OCTOBER, 1959

1. On Wednesday, October 8, 1959, a Yom Kippur radio program was presented by the American Broadcasting Company in cooperation with the American Jewish Committee. Mr. Herbert B. Ehrmann delivered a special High Holiday message, Dr. Morris N. Kertzer discussed the significance of the holiday, and Lawrence Davidson, of the Metropolitan Opera Association, sang the traditional holiday music.

2. On Sunday, October 25, 1959, Dr. Morris N. Kertzer appeared as special guest on the Bishop James A. Pike TV program presented on the ABC-TV network. Dr. Kertzer discussed religion in the Soviet Union with the Bishop and Mrs. Pike.

3. On Sunday, November 1, Dr. John Slawson will appear on the David Susskind Open End TV program (WNTA-TV). The topic of discussion will be "Anatomy of Hate." Panelists will include Thurgood Marshall, Dr. Samuel Stauffer, William Clancy and others.

4. Visited Newport to formulate plans for CBS-AJC Chanukah TV program to be televised in December from Touro Synagogue, Newport, R.I. Robert Frost, the poet, will serve as narrator for the program.

5. Attended production meetings to discuss plans for NBC-TV program to be presented in January in connection with the dedication of the institute.
6. Arranged for Lee Ruwitch of WTVJ, Miami to address Mass Media Education Committee on local programming in the intergroup relations field.


8. Compiled list of radio and TV people to be invited to Institute Mass Media seminar to be held in January.

9. Continued plans for tri-faith workshop to be held on January 28 at Carnegie Endowment Center.

10. At the request of Broadcasting & Film Commission of the National Council of Churches, submitted suggestions for radio program with Jewish content to be broadcast over Arkansas radio station.

11. Third mailing of Speaking of People sent to permanent list of 375 stations.

12. Rabbi Edward Klein of Free Synagogue appeared on October 4, CBS-TV "Lamp Unto My Feet" program. He discussed the growing Puerto Rican population in Manhattan.


14. Met with Lee Ruwitch, Executive Vice President and General Manager of WTVJ, Miami to discuss intergroup relations problems vis-a-vis television programming.

15. At request of National Affairs Department member, compiled list of programs on which it would be appropriate to discuss capital punishment.

16. Arranged meeting between David Danzig and Dick Walsh of the National Council of Catholic Men to discuss Catholic program on Pro Dec.