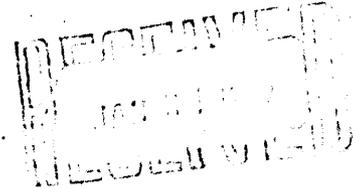


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AZC-PR :

BI-MONTHLY REPORT --- DEPARTMENT OF INFORMATION AND PUBLIC RELATIONS

November-December 1961



PRINTED MATERIAL OF GENERAL INTEREST

The Daily Press of the Nation

Analysis and Highlights -- Coverage and editorial comment during this two-month period was concentrated on the Eichmann verdict, the U.N. debate on the Arab refugee issue, and with Nasser's growing difficulties with Syria and Yemen. The press generally seemed less sympathetic to Nasser than a year ago, primarily, we assume, because of the nationalization measures.

Hundreds of editorials appeared in the press commenting on the Eichmann verdict; about 6% of these were highly critical of Israel (in such major papers as the Cincinnati Enquirer, Tulsa Tribune, Pittsburgh Post-Gazette, Salt Lake City Tribune and Norfolk Ledger-Dispatch), and others also sincerely questioned Israel's jurisdiction. 40% of the press, for one reason or another, opposed the death sentence; 20% suggested the trial should have been held by an international tribunal. Almost all papers, however, agreed that Eichmann received a fair trial. Somewhat surprising was the unreserved approbation the verdict received in the Dallas Morning News, a paper not considered especially friendly to Israel.

There was considerably less comment on the Arab refugee debate in the U.N. Papers which did comment were generally critical of the Arab determination to use the issue for political purposes; editorials generally favored resettlement in the Arab countries. Earlier, there was some helpful comment on Dr. Johnson's report to the PCC.

The AZC Effort -- We continued to counteract hostile material in the press via letters to the editor, with 34 letters sent off during this period. We continued to arrange meetings with local editors and 32 such sessions were held... Field offices and community leaders were given ample materials with which to refute the anticipated Arab attacks of Arab leaders at the U.N.; little of this was used as most papers throughout the country ignored the debate.

Perhaps the most effective letter was written by a former refugee, now resident of the United States, whose letter appeared in the Christian Science Monitor of November 28. In it he states that the Arabs were threatened by the Arab Higher Committee and the Mufti should they refuse to leave the country and that "we were driven from our homes, not by our Jewish neighbors who offered us peace, but by the short-sighted fanatics of our own people". This letter has been widely circulated and another offset is planned for even wider distribution.

Magazines, Writers and Publications

Our Magazine Committee continues to meet regularly and plan articles on Israel. It is now giving study to the writing and placement of articles in the women's journals and the trade publications as well as in the magazines with a mass-readership. It is on the alert for writers who plan to be in Europe during 1962 (so as to cut costs) with the view of stimulating a visit on their part to Israel. The Committee has invited a literary agent to join the group so as to help market articles written by English-language writers who are now resident in Israel.

A number of articles on or relating in some way to Israel appeared in several publications during the past two months, none of them giving us cause for concern. The news-weeklies as well as other journals gave ample attention to the Eichmann verdict, some offering what they thought would be a more suitable punishment. U.S. News and World Report took a searching look at Nasser's future and found it rather bleak. The Atlantic said the UAR breakup was a most serious setback for Nasser. It also carried seven letters commenting on the (excellent) Gellhorn piece on the Arab refugees: four of these in praise (which we stimulated) and three critical.

William Henry Chamberlin (we stimulated his visit to Israel) had some good pieces in the New Leader. The New York Times Magazine had two good features: one on Martin Buber written by Meyer Levin, the other on Eilat by Gert Samuels. The Chagall windows received attention in the magazines and newspapers. This Week will carry a piece on Israeli fashions. The series by the Saturday Evening Post will commence in January; we do not expect it to be damaging. Atlantic will carry another Gellhorn piece.

We continue to give distribution to the Gellhorn reprint and some local Zionist Councils are doing the same.

A study by Dr. Joseph Schechtman, "Minorities in the Moslem World", has been accepted for publication by India Quarterly, organ of the Indian Council for Foreign Affairs, in New Delhi. It is scheduled to appear in the forthcoming issue. We ordered a number of reprints for distribution.

Books

Perfidy, the Ben Hecht indictment of Israel's leaders, has been damaging; Hecht himself worked hard in the promotional effort and made a number of radio and TV appearances. Some reviewers tried hard not to offend either Israel or Hecht, and thus left the reader somewhat confused. Several attempts to do a Fact Sheet on the book were inconclusive due to the nature of the charges and lack of available factual material with which to positively refute those charges. Perhaps the best reply to date to Perfidy has appeared in the Jewish Frontier (January) in a piece by Marie Syrkin... The publishers claim a sale of 35,000 copies of the book.

AZC continued its promotion of worthwhile books and several thousand flyers were sent out publicizing The Edge of the Sword by Col. Lorch, ✓ Masters of the Desert by Yaakov Morris, and The Wild Goats of Ein Gedi by ✓ Herbert Weiner... We continue to provide books to a number of libraries, particularly where pro-Arab books dominate the bookshelves... We provided local Jewish Community Centers and local Zionist Councils with books and pamphlets for display purposes.

New books worthy of mention: O. John Rogge's The Official German Report which treats with the tie-up between the anti-Semites and Nasser. Rogge is sympathetic to Zionist aspirations... The new volume in the Coward-McCann "Getting to Know" series, Israel, by Charles Joy is attractively illustrated for children; it presents a warm, graphic, description of life in Israel... Pierre Rondot's The Changing Patterns of the Middle East shows a sympathetic understanding of Israel in its relations with its Arab neighbors.

The Lonely Minority, an account of the Christian minority in the Moslem world, will be published by William Morrow this summer.

OUR SPEAKERS PROGRAM

During November-December, the Speakers Bureau arranged 441 appearances in 110 cities and 31 states (including Canada). Additionally, 12 supplementary engagements for October were reported. This brings the 1961 total to 2440 engagements.

Under our Visitors from Israel program, Ted Lurie, editor of the Jerusalem Post delivered 121 talks in the Metropolitan area, Pennsylvania, Washington, D. C., throughout the Midwest and on the West Coast. Mr. Harry Zinder, Public Affairs Advisor to the Prime Minister, made 87 appearances in the South, Southwest, Boston, Philadelphia, Washington, D.C. and Canada. The concentration with both of these men was before Schools of Journalism, Press Clubs, World Affairs Councils, and personal meetings with editors and publishers. They also addressed Social Studies departments at a number of colleges, civic clubs, Jewish leadership, and held press, radio and TV interviews... Israeli scholars in this country, particularly two men now spending time at Harvard, were also utilized in the New England area.

Speakers utilized most frequently under our program during this period were: Mordecai Shalev and Yaakov Nash, both of the Los Angeles Consulate, Zeev Dover of the Atlanta Consulate, Shaul Ramati of the Chicago Consulate, Dr. Andre Chouraqui, Dr. Joseph Schechtman, Prof. N. Fatemi, Meron Medzini, Mrs. Gladys Neiburg, The Rev. Karl Baehr, Miss Frances Sussna and Mrs. Meg Mitchell.

Local -- Seymour Gerson of Morristown, Tenn., and George Berks of Chattanooga have been addressing civic clubs in their respective areas.

RADIO, TV, FILMS

48 Radio and TV interviews were set up during this period. There were 14 film showings. Karl Baehr's recorded talk on the Arab refugees was used on 16 stations.

The Eternal Light devoted one of its TV programs to General Yadin and one of its radio programs to the Dead Sea Scrolls, Ambassador Harman was interviewed by Casper Citron... Dr. Miriam Freund to participate in Direction '62 program on the Chagall windows... Don Peretz was counter-acted on his air appearances dealing with the Arab refugees.

Don Kellerman, producer of the CBS ACCENT Program, will be leaving for Israel to look into some program possibilities. Two NBC people will also be making the trip early in 1962 for similar purposes.

CHRISTIAN RELIGIOUS GROUPS

The Commission on Inter-Religious Affairs has been meeting regularly and is active in a number of areas: the promotion of participation in the Summer Study Tour of Israel on the part of Christian clergymen (this Tour is under the sponsorship of the Inter-University Committee on Israel); the church press, counteraction of the American Council for Judaism, local institutes for Christian clergymen, publications sponsored by Jewish bodies, etc.

Institutes for Christian Clergy -- The Philadelphia Institute drew an attendance of 180 clergymen, 20 of whom were Negroes. Rabbi Ben-Zion Bokser and Mr. I. L. Kenen were on the program... The Nassau-Suffolk County Institute will be held on February 15 under joint sponsorship of the Council of Churches and the Association of Rabbis in the area; Rabbi Ira Eisenstein is on the program. Other institutes planned during 1962 are for Paterson, Chicago, Pittsburgh, Buffalo, Boston, Washington, Miami, Syracuse, New Orleans and Dallas. Five of these will be held before the summer.

Church Press -- The Eichmann verdict did not excite the voluble or vehement reaction which some anticipated; there were random expressions of hope that he would not be executed. The Arab refugee debate received small publicity and comment; the hostility noted in previous years seems to have been pretty much dissipated. Concern, Methodist publication, carried a good full-page article on the Arab boycott, playing up the restrictions on Jewish and Christian religious practices in Arab lands. We prepared a review of Perfidy for the Christian Century. Karl Baehr's article on the refugees has been accepted by the United Church Herald, The Churchman, and the Baptist Review. An article will be submitted to Christianity Today which will tend to refute some of the statements and point of view of its editor, Carl Henry.

The Catholics -- The Boston Pilot carried a somewhat unfriendly editorial on the Eichmann verdict, but it was not hostile as some of the Pilot's previous writings; the editorial is being answered. Our letter dealing with the Israel kibbutz was published in America; it commented on a previous article. Rabbi Arthur Gilbert's review of Perfidy, written for Jubilee, will stigmatize it as "angry, bitter, and distorted". The Sign has been rather mild on Israel of late. The Los Angeles Tidings carried a good column on Israel.

The Jewish Community -- We replied to Rabbi Philip Sigal's article in the United Synagogue Review which reflected Council for Judaism thinking. We also had some difficulty with Our Age, the Sunday School Publication of the United Synagogue Council of Jewish Education of the Rabbinical Assembly, which was intent on playing up the point of view of the American Council for Judaism in a forthcoming issue. Rabbi Judah Nadich intervened and we await to see how the article will be slanted. In summary, there are disturbing influences at work in the Conservative movement.

The Commission has decided to stimulate articles with a pro-Zionist orientation in magazines reaching the Jewish intellectual readership. It will also monitor and stimulate positive articles on Zionism and Israel in the publications of the Jewish organizations, including those of the religious bodies.

Miscellaneous -- Bishop James Pike has reversed his position and now accepts Israel's right of jurisdiction on the Eichmann trial; Judge Musmanno had a great effect on him... As a result of our mailing to the Rabbis on the refugee issue, we received over 200 requests for additional materials... The Gellhorn reprint continues to be sent to ministers.

ACADEMIC CIRCLES

The Inter-University Committee on Israel is proceeding to arrange and promote its Summer Study Tour for educators which leaves New York on July 23 on its 30-day Tour. (This project is in cooperation with our Commission on Inter-Religious Affairs.) The fee has been set at \$863, all-inclusive. Our target is 50 participants, educators and clergymen... The Committee has added some new members in the New York area and is working on recruiting new members in other areas... Literature continues to go out to academicians.

Faculty -- Fayez Sayegh, noted Arab propagandist, is leaving Stanford to take up a one-year residence professorship in September at Macalester College in St. Paul. He was appointed to fill a Chair of International Studies endowed by DeWitt Wallace of the Reader's Digest, (who will be giving Macalester \$3 million during the next few years). An AFME contact, one of the trustees there, pressed for Sayegh's appointment.

We have alerted our friends in the area to Sayegh's propaganda activities while at Stanford. There is much concern in the Jewish community and approaches are being made to President Rice of Macalester. Rice is being acquainted not only with Sayegh's record; the public relations implications of Sayegh's off-campus activities will also be brought to his attention. It is doubtful that the appointment will be rescinded in view of the "big money" behind Sayegh.

Dr. George Lenczowski, professor of Political Science at Berkeley (Calif.) and advisor to Standard Oil, known to be friendly to the Arab point of view, attacked Nasser in a recent speech at a World Affairs Council meeting. His talk somewhat startled the AFME, and Aramco people on the West Coast.

Dr. Charles Matthews, visiting lecturer at the University of Texas, talked there recently on "Sounds of Arabia - Tribal Tongues, Shepherds' Calls and Bird Songs". During the talk he played a recording of a wild reception for King Saud, with assorted desert sounds. The 20 Saudi students present objected, asserting that it was insulting. The more Matthews tried to justify the recording, the more the students objected. He finally pleaded: "I am 60 years old; all my life I have been your friend. I spent thousands of dollars to learn your language. I helped you fight political Zionism". All to no avail; the Arabs stood up and left, leaving him and his colleagues utterly dismayed.

Students -- We are presently occupied with 22 Model U.N. Assemblies and other conferences sponsored by the Collegiate Council of the U.N. and are submitting guidance, materials, etc. to our college contacts so as to properly project Israel's case in these conferences to take place during the next few months on campuses around the country.

"Project Jarba" -- This project, named after a village in Jordan, under consideration for a time by Harvard, called for enrolling 30 students to go to Jordan to build a village to house 300 Bedouins. Reportedly, the impetus came from Care, USOM-Jordan, and the Jordanian Government. It would have excluded Jewish student participation and therefore Dean Munro ruled against it. He said he didn't want to be "involved in a project where you ask questions about religious beliefs and make a decision on that basis"... The project is not dead, however; it is now under consideration by a group at Yale where the chaplain, William Sloane Coffin, stated he was "impressed by the worthiness of the project".

Seminars -- We are cooperating with New York University in their forthcoming Seminar which will deal with Middle East refugees, to be held in March... We provided literature and display materials to several colleges sponsoring conferences dealing with the Middle East.

Publications -- We continue to monitor the academic journals. The Asian Student carried considerable favorable material during this period. We prepared replies to hostile material appearing in several campus papers. The Department now monitors the publications containing information and comment on international affairs which go into the elementary, junior and senior high schools.

Miscellaneous -- New Orleans has been having trouble with Arab students; we have offered assistance in the form of materials and speakers... The Atlanta Zionist Council is helping to provide Judaica materials to Agnes Scott College at the request of Dr. Paul Garber, professor of Bible there... An Islamic Group has been organized on the campus of the University of Texas; thus far there is no evidence of any anti-Israel activities... We prepared a kit of materials for the SZO Chapter Presidents Conference and we addressed the Conference.

ORGANIZATIONS, PROJECTS, ISSUES

Israel's 11th Anniversary -- The Anniversary this year falls on May 9. We shall shortly be sending out an alert - and suggestions for the celebration - to our community leadership.

Arab Refugee Issue -- Briefings on this issue have been held in additional communities: Atlanta, New Orleans, Miami, Little Rock, Palm Beach, Los Angeles (for both lay and religious leaders) and in Belmont, Mass., for the Massachusetts Board of Rabbis... Two memoranda with background material and suggestions for an information and action program were sent to our leaders in November and December. We compiled a kit of materials on this issue which received the widest distribution; some of the individual items reached 9,000 people. We continue to receive requests for information on this issue. Our speakers have dealt in depth with it.

The Eichmann Case -- This has been taken up in several previous sections of this Report. In summary, it can be said that while certain quarters have not completely reconciled themselves to the questions of jurisdiction, the manner in which Eichmann was taken out of the country, etc., it can be said that, by and large, there has been a tremendous improvement in attitudes over that which existed in May 1960 when the news of Eichmann's capture was first announced to the world... We sent out 225 "Eichmann kits". We also replied to hostile material in the press on this issue.

Foreign Policy Association -- Their "Great Decisions" kit does not deal with the Middle East this year, except for one Fact Sheet on Iran, which carried an opening summary on the entire Middle East. Some of the references to Israel are unfriendly; we will be making representations via letters and personal conversations.

American Christian Association for Israel -- Two steps are now in progress. Letters are going to (1) all Officers, Executive and Administrative Council members of the defunct ACPC asking them to affiliate with the new body, and to (2) new people who have heretofore not associated themselves with the ACPC, for the same purposes.

Middle East Institute -- Kermit Roosevelt will replace Terry Duce as head of the Institute. The Institute has been propagandizing against the American Association of Middle East Studies; it intends to set up its own rival group of academicians.

American Middle East Relief -- Its Christmastime appeal this year was completely devoid of any political implications.

Community Relations -- The Committee on Community Relations at its meeting on December 20 decided to enlarge itself by inviting to membership lay and professional leadership from the ADL, the AJCongress and other groups. That session was devoted to our work in the Negro community... Additional copies of the reprint of the Reader's Digest article, New Helmsate for New Nations, have been distributed.

Local -- World Affairs Council of Northern California is sponsoring an 8-session Seminar on "Social Change in the Middle East". The opening session was addressed by Prof. Christina Phelps Harris, anti-Zionist professor of Political Science at Stanford. (It was her department which brought Sayegh to Stanford to teach for a 2-year period.) This WAC is dominated by pro-Arab forces in the area, and the few Jews in the Council are not especially oriented in favor of Israel. The Seminar will probably be stacked against us. Representations will be made against its one-sidedness.

VISITORS TO ISRAEL

Returning Visitors -- Miss Laurella Owens and Mrs. William McMurry, back in Birmingham from their visit to Israel, have been writing some excellent articles in their respective publications: The Window, one of the publications of the Baptist Woman's Missionary Union; and in Royal Service, church publication with a circulation of one million.

Our representative in Israel continues to arrange meetings, receptions and interviews for visiting VIP Americans, such as recent visitor Dr. Walter Muelder, Dean of Theology at the University of Boston. Several meetings were also set up for a group of six visiting ministers... There were less Christian visitors to Israel this December than during the same period a year ago.

Several people in the communications field are under consideration for a trip to Israel this winter and spring.

Two of the most distinguished physicians at the Massachusetts General Hospital are leaving shortly on a visit to Israel. They are Dr. Joseph Aub, Professor of Research Medicine at Harvard and Dr. Stanley Cobb, Professor of Neurology, also of Harvard. Their interest was aroused when they met Dr. Chaim Sheba of Tel Hashomer Hospital, who visited the U.S. under our auspices.

THE ORGANIZED OPPOSITION

The Arabs -- Courses in the Arabic language are being offered by the Arab Information Center in San Francisco; according to Dr. M. Mehdi, AIC director there, the courses have attracted more students than could be accommodated... Arab spokesmen continue to be active on speaking platforms. Among the most active during this period were Sayegh and Mehdi in California, and Sami Hadawi in the Texas area. James Batal has resumed speaking engagements in Florida; reports reaching us describe him as "getting weary" or as "weak and unimpressive". Sadat Hassan of the Arab States Delegation Office has been extremely active in the New England area.

Hadawi's allegations that newspapers in the East are under Zionist pressure, carried in the Lubbock Avalanche, elicited a rejoinder from its editor... We continue to counteract Arab speakers on all platforms with pro-Israel speakers: thus, Hadawi was followed up by Matityahu Dagan and Shlomo Efrat, Hassan by Medzini, etc... The Birmingham Zionist leadership has been effectively counteracting the Arabs in that area.

American Friends of the Middle East -- Its budget for 1961-62 is \$1,350,000. The income comes mainly from foundations, the oil companies, and a few individuals. Its membership of less than 1,000 bring in about \$7,000... AFME now has chapters in Phoenix and Los Angeles... Recent speakers sent out by AFME include: Harold Minor, Elmer Berger, Fayez Sayegh, Prof. Rom Landau of the University of the Pacific in Stockton, Alfred Lilienthal, and Dr. Firuz Kazemzadeh of Yale... Its new publication, Viewpoints, replaces its Newsletter; its December issue carried a stinging condemnation of the Gellhorn article on the refugees, adding: "We cannot repeat often enough that Zionist-inspired controls, propaganda and pressures, of which the article in question is merely one of a long series, seriously prejudice the American position in the Middle East and greatly increase the probabilities of renewed warfare".

Don Peretz leaves in early February for a six month tour of Africa and the Middle East. Working on a grant from the Rockefeller Foundation and AFME, he will do a study of the Arab refugees. Ironically, Peretz has thus far been unsuccessful in getting visas from any Arab country other than Lebanon on the grounds that he has written critically of the Arabs. He will spend a month in Israel.

Garland Evans Hopkins, one-time head of AFME, has returned to the post of Secretary-General of the World Fellowship of Muslims and Christians. He will be based in Beirut and be devoting most of his time to the work of the Arab Development Society in Jordan... Trans-World Management, which has a good working relationship with AFME, is now providing personnel to American concerns doing business in Africa... AZC continues to counteract AFME on speakers platforms and in the press wherever their written material appears.

American Council for Judaism -- ACJ in a recent mailing warns that Zionists are increasing their influence over Jewish life in America and points to Rabbi Irving Miller's election as head of the President's Conference to prove it. It has nothing but praise for the U.S. State Department's policy not to do anything about the Arab boycott of U.S. Jews who deal with Israel since that boycott is based on "close relationships with the State of Israel".

Elmer Berger toured the West Coast making several appearances with little impact. He did get some press attention, but in Sacramento our contact's (Rabbi Hausman) refutation of the Berger charges appeared alongside Berger's original statement... Our New Orleans contacts counteracted statements in the Times Picayune by Henry Moyer and Leonard Sussman, both of ACJ. Mrs. Meg Mitchell counteracted Alfred Lilienthal's speech before a girls' high school in San Francisco. Oscar Handlin addressed an ACJ group in Philadelphia; he is against "Jewish centralization", i.e., one overall group to speak for U.S. Jewry.

Lilienthal is Secretary-Counsel of the American-Arab Association for Commerce and Industry. He sent a letter to Conrad Hilton threatening him with an Arab boycott if Hilton should proceed with plans to build a hotel in Israel. Thus far, Hilton has not backed down.

MAILINGS, CORRESPONDENCE, SERVICING

The Department set up a number of reprints during this period and engaged in mailings to all categories of public opinion molders. Incoming mail has been running heavy; we processed 446 written requests for literature and information. In addition, scores of letters requesting guidance, assistance with local problems, etc., were handled.

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This Report has been prepared by the members of the Department.