

A2C-PR

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

November-December 1960

PRINTED MATERIAL OF GENERAL INTEREST

The Daily Press of the Nation

Analysis and Highlights -- The Ben-Gurion "Godless Jews" comment broke during the last few days in December. A number of American Jewish organizations rushed into print to denounce Ben-Gurion. When queried by the AP and the World-Telegram, the American Zionist Council took the position that we "would have no comment until we had the opportunity to study the text of Ben-Gurion's statement".

During this two-month period, there was considerable editorial and news comment dealing with many issues affecting Israel and the Middle East. While the preponderance of this material concerned itself with Israel's new nuclear reactor, the following items were dealt with in more than passing fashion: (1) Arab refugees (the issue was again before the U.N. General Assembly); (2) the Eichmann case (some of the opposition forces are still at it); (3) Israel's aid to the African nations (almost everybody in America should be aware of this aid by now; and (4) seating of the UAR in the Security Council (a number of papers attacked it).

The nuclear reactor story inspired comment from many sources: editorial writers, columnists, science writers and cartoonists. Most of the press seemed finally to accept the thesis that the reactor was being built for peaceful purposes and not for bombs. Some columnists felt that the U.S. should have awaited more information before "ventilating its suspicions". Drew Pearson's syndicated column justified Israel's secrecy; William Laurence in the New York Times stressed Israel's peaceful intent, in contrast to Arthur Krock who wanted the reactor placed under international safeguards. Arab protagonists in this country - including those in the State Department who raised all the fuss initially - used the occasion to try to cast doubt on Israel's friendship toward the U.S.

There were a number of first-rate feature and serialized stories on Israel, its personalities, or some facet of Israeli accomplishment; Dr. Rusk's account of Israel's rehabilitation work in the New York Times; Mrs. Agnes Meyer's (Washington Post) interview with Ben Zvi (she is contemplating a book on Israel); Ed Janeway's series in the Quincy Patriot Ledger; and Austen Lake's glowing 13-article series (reprinted in pamphlet form) in the Boston Record-Sunday Advertiser.

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The AZC Effort -- We continued our program of quiet background briefing sessions with editors; during this period our community leaders, regional representatives and speakers engaged in such sessions with 29 editors and columnists... We continue to put useful literature into the hands of editorial writers, etc... We stimulated about 35 "Letters to the Editors" on a number of issues: the UAR seat in the Security Council, replies to hostile material (mostly inspired by American Council for Judaism) on the "Exodus" film and attacks on Zionism generally... We are in touch with newspapermen who are set to go to Israel under other auspices for the following projects: the opening of the Sheraton-Tel Aviv Hotel, and for coverage of the Eichmann trial... We shall probably send another journalist to Israel in February.

1960 Resume -- It can be said that the press of the nation, during 1960 has by and large shown sympathy and understanding of Israel's position. There are, of course, exceptions, notably the Scripps-Howard chain where we still need to achieve a "break-through", the Pulliam chain (where some progress has been made) and some locally-owned papers.

Magazines, Writers and Publications

The Magazine Committee, under the chairmanship of Morton Yarmen, continues to meet regularly. Writers with whom we are in contact have readied articles for Reader's Digest and are discussing another article with the Saturday Evening Post. (The Reader's Digest "pulled" a story on Eichmann after type was set and the author was paid, on the flimsy excuse that Israel's agreement to pay Servatius now casts some doubts on the article without going into any further explanations. It was Mrs. Eichmann's refusal, incidentally, to contribute to her husband's defense out of the monies she received from Life Magazine that prompted Servatius to approach the Israel Government)... Sports Illustrated is sending a man to Israel to cover the opening of Israel's first golf course... Contact has been made with editors of the Ladies Home Journal and Seventeen Magazine who are to visit Israel in early 1961... Attention is being given to the weekly magazines for articles on Israel to appear during the Thirteenth Anniversary period... Parade is giving some thought to several Eichmann articles... We stimulated seven letters to Time because of their treatment of the review of Exodus.

Coverage -- The popular magazines gave considerable space to Israel in some highly favorable articles. Worth noting are the profile on Ben-Gurion which appeared in Holiday, the two pieces (one on Christmas in Israel and the other a travel article) which appeared in Esquire; the Exodus movie received good advance promotion in some of the country's leading magazines; the New Yorker carried a piece dealing mostly with the Negev, but with good political overtones; Ebony carried a fine piece on Belafonte in the Holy Land (he was enthusiastically received in Israel); Ben-Gurion answered questions on Eichmann in a piece which appeared in the New York Times Magazine... Life carried Eichmann's memoirs ("I was only a little cog in a big wheel") in two installments.

Specialized Publications -- Some good articles appeared in the trade and professional journals: Everybody's Health carried a first-rate piece on Israel's public health work... Adult Leadership carried Stephen Deane's

(Simmons College) article on Israel's Ulpanim... An article in MD dealt with Israeli medicine... Walter Well Journal published an article on Israel's water program... We sent a story on the development of the Lachish areas to several trade journals recently.

Books

Work continues on the book dealing with the situation of the Copts in Egypt, five chapters having been written... We circulated widely our run-down on Harry Ellis' book Challenge in the Middle East. (The extent of the distribution of this material, together with discussions by our New England representative with editors of the Christian Science Monitor, in our opinion, resulted in the Monitor's recent failure to publish a number of Ellis' dispatches from the Middle East. Apparently the editors did not want to associate Ellis too prominently with the Monitor during a period of strong adverse reaction in some quarters to this book.) We continue to urge upon community leaders presentations of a suitable Israel or Middle East Bookshelf to local and college libraries... Our office provided books, bibliographies and pamphlets to academicians, graduate students and community leaders in response to requests for information.

Books Recently Published -- The Mideast in Focus by Norman Greenwald, published by Public Affairs Press. This slim, 86-page book by an assistant professor of Government at Northeastern University offers a bird's-eye view of the area. For a small book, it contains quite a comprehensive analysis of the Middle East. The author reveals a sensitivity and understanding throughout and particularly in his discussion of Zionism, Israel, and the Arab-Israel conflict.

Illustrated Guide and Handbook of Israel -- Israel's many-faceted development is effectively described in this book which is embellished by beautiful color photos. Recommended to all interested in Israel.

Europe and the Jews by Malcolm Hay (Beacon Press) -- This book should prove particularly helpful now in view of the approaching Eichmann trial. It is a paper-back edition of the 1950 book called Foot of Pride. In addition to recording the anti-Semitism experienced by European Jewry in impressive fashion, it is decidedly pro-Zionist. We should encourage widest distribution as well as placement on every Israel Bookshelf.

OUR SPEAKERS PROGRAM

Speakers Bureau One -- During the months of November and December, there were 260 appearances in 83 cities and 24 states. This brought the total number of engagements for this year to 2,124.

Speakers Bureau Two -- During November there were 64 speaking engagements in 44 communities. During December there were 37 engagements in 16 communities making a total of 101 talks delivered during the two-month period. Total engagements for 1960 arranged by this Bureau are 537.

Thus the total number of speaking engagements - the overwhelming number of which were set up before Christian and general audiences - under the auspices of the Department came to the sum of 2,661.

We were able to obtain return platforms in practically every case where hostile speakers had already appeared in every part of the country. Some of those whom we made special efforts to counteract were: Saadat Hassan, David Hinnawi, Elmer Berger, Frank Maria and Fayez Sayegh. In our scheduling of speakers we gave special attention to appearances before church and academic circles... It is interesting to note that hostile speakers have again begun to play up the Arab refugee issue.

CHRISTIAN RELIGIOUS GROUPS

Regular sessions of the Commission on Inter-Religious Affairs, under the chairmanship of Rabbi Judah Nadich, were held in November and December. These meetings concerned themselves with articles for the church press (and counteraction of hostile articles), visits to Israel by prominent Christian religious leaders, ways and means of insuring a more positive experience on the part of these leaders while in Israel, the special concern of some Christian publications with the Eichmann case and local Institutes for Christian Clergy.

Institutes for Christian clergymen have already been held at Cleveland, Los Angeles, Birmingham (this one included lay leadership) and Brooklyn. While two of these were first-rate, two others were only moderately successful. Plans for an Institute in New York are now under way in discussions with the New York Board of Rabbis which will serve as the sponsoring organization. Discussions are also under way with community leaders in Philadelphia and Baltimore for similar Institutes. In all we are projecting eight Institutes for the 1960-61 year.

Protestants -- The November issue of Social Progress (published by the Department of Social Education and Action of the Board of Christian Education of the United Presbyterian Church) was devoted almost entirely to a "Focus on the Middle East". The treatment was rather fair and indicated an understanding of Israel's problems and position... It is not surprising to note that Dr. Allyn Robinson of the National Conference of Christians and Jews has gotten some negative responses to his first-rate article on anti-Semitism which appeared in Social Action. In that article he stated that "it is sometimes a very short step from anti-Zionism to anti-Semitism and many an Arab and his American friends have taken it". We helped assemble material to make it possible for Robinson to substantiate his point.

Perhaps the single most damaging article in the Protestant press in these two months was the piece in the Christian Century by Marguerite Harman Bro which dealt with the rights of Christians in Israel. We stimulated several replies which we are hopeful will be printed.

While a number of church journals gave attention to the Arab refugee issue during November and December (and some of this carried an anti-Israel bias), it should be said that a number of journals carried favorable material. The Fundamentalist journals continue to describe Israel as a fulfillment of prophecy... Missions (American Baptists) asked Nasser editorially to call off his state of war with Israel... The United Church Herald also gave sympathetic treatment to Israel... A recent publication of the Women's Missionary Union Convention carried an excellent piece on Israel.

We continue to send picture stories to the church press and some of these have been published... AZC turned down a request from the Christian Advocate to debate the Eichmann case editorially with the Council for Judaism... Rabbi Herbert Weiner, member of our Commission, is planning an article on "Religion in Israel" to be submitted to the Christian Century; he is also writing a book on this subject to be published by Doubleday... A pamphlet dealing with the position of the Christians in the Arab States, published by the Lebanese Gazette, was circulated by us to the church press, as well as to leaders of the Lebanese community here... The Israel American Institute of Biblical Studies plans to send another group of seminary graduates to Israel in early 1961; AZC is setting up the pre-departure orientation sessions for this group which is in friendly hands.

The AZC Commission on Inter-Religious Affairs decided against our formally replying to Rabbi Philip Sigal's attack in the fall issue of The Torch, organ of the National Federation of Jewish Men's Clubs. Rabbi Jack Cohen, incidentally, replied on his own in the pages of The Reconstructionist and a request should be made of The Torch to reprint this reply.

Catholics -- The AZC Commission on Inter-Religious Affairs will devote a major part of one of its forthcoming meetings to a discussion in depth of American Catholic attitudes towards Israel... It should be told that some progress has already been manifest in Catholic circles in relationships to Israel... Father Vincent Kearney, Associate Editor of America, will address the ACPC meeting on February 8... Our friends are arranging informal meetings between Ambassador Harman and some editors of Catholic papers.

The Boston Pilot editorially attacked Ben-Gurion on several points and called the Eichmann trial in Israel an ill-advised piece of showmanship; Boston Zionist leadership is giving consideration to whether a reply should be submitted to the publication... Several replies went off to Ave Maria answering the recently hostile piece dealing with Catholics in Israel. There are indications that at least one of these letters will be printed.

RADIO, TV, FILMS

Our TV-Radio Committee has been giving attention to the utilization of those media in the observance of Israel's 13th Anniversary. We plan to use Israeli and American personalities on all types of programs, stimulate special programs, and produce our own radio documentary to be distributed directly to radio stations around the country. Currently under exploration is a project involving two Israeli children, thirteen years of age, who will be used for a number of programs and events.

During November-December our National and Field Offices arranged for 48 placements of films on Israel for TV showings, and for organizational meetings. In the same period, our speakers were interviewed on 38 radio and TV shows.

We continue to provide information and orientation to producers and writers planning programs on the Eichmann case. (CBS-TV is planning three shows on Eichmann, one of these to be telecast prior to the trial, the others during the trial)... NBC-TV News has asked for film clips on developments in Israel to be provided to them on a regular basis... Plans are being made

to utilize Eban on TV-Radio when he arrives February 19... Ed Fitzgerald (WOR Radio), back from Israel, has been giving good reportage of Israel since his return.

ACADEMIC CIRCLES

The group of academicians assembled under the chairmanship of Dean Jacob I. Hartstein, to help stimulate a pro-Israel atmosphere (a fall program is in process of formulation) on campuses has held two meetings, and has decided to organize itself into an INTER-UNIVERSITY COMMITTEE ON ISRAEL, with offices at 515 Park Avenue. The Committee has already embarked on two projects: the preparation of (1) a 100-page Unit on Israel for use by Jr. High and High School teachers, and (2) an annotated Bibliography of articles dealing with various aspects of Israeli studies that have appeared in scholarly journals for use in graduate courses in the Humanities and the Social Sciences.

The potentialities of the INTER-UNIVERSITY COMMITTEE ON ISRAEL are vast and their realization will depend, to some extent on budget, but to an even greater extent on the availability to the Committee of adequate staff assistance. The current budget, therefore, for projects reaching into the academic community will have to be carefully reviewed and possibly enlarged if we are to benefit fully from the resources - in terms of know-how, ideas, and contacts - made available to us by the membership of this new Committee.

The Student Area -- For some time now we have been concerned at our failure to achieve full exploitation of the student resources we have on campus for maximum effectiveness in the public relations sphere. This situation has now been greatly corrected and we are beginning to move, in a united effort, in the right direction. Several meetings have been held with the two student groups affected - the Student Zionist Organization and the Israel Students Organization - for the purpose of meshing our efforts in this area into a more effective instrumentality. This cooperation will now become more evident both in programs of a general p.r. nature as well as in specific projects, (CCUN Model Assemblies, Israel's 13th Anniversary) as will be noted. The spirit of cooperation evidenced by the leadership of both student groups is most heartening and much progress has already been made.

Our concern and action in this area is now centered in some 12 Model U.N. Assemblies (both regional and local) sponsored by the Collegiate Council of the United Nations (CCUN). The newly-developed cooperation between SZO, ISO, our National and Regional Offices will, in our opinion, for the first time bring the desired results in this area of collegiate activity. The program calls for stimulating colleges, via qualified students, to represent Israel, personal briefings with those students, providing them with appropriate material, an outline of Israel's position on various issues, draft resolutions, etc. Contact is also being made with students who represent other countries so as to obtain additional support for Israel's case in these debates.

College Conferences -- Two conferences are worthy of special mention, not alone because of their intrinsic importance or because of the difficulties encountered by our field representatives in trying to get a "fair break" for

Israel, but because they demonstrate there is no substitute to having on campus faculty people who are determined to see that Israel is fairly treated and the importance of placing Israeli scholars on college campuses, if even on temporary assignments.

(1) Spotlight Program on the Middle East at the University of Utah, February 1-15. The relevant faculty positions here are dominated by Arab and pro-Arab personnel; there are at least 50 Arab students on campus. Our San Francisco office and our friends in Salt Lake City, laboring under great handicaps, had numerous discussions with the organizers of the Conference who are apparently still resisting the inclusion of a visiting pro-Israel scholar to participate on the grounds that they don't want "outsiders" at the Conference. The situation is apparently still fluid, with the possibility that Consul Nash will participate in some fashion, and an Israel film will be shown. Another problem: apparently there does not exist a suitable Israel exhibit which could compete with the many attractive exhibits being offered by Arab and pro-Arab groups... 100 copies of the AAMES kit will be distributed at the Conference.

(2) Twentieth Century Week at Harvard, sponsored by the Harvard Student Council, December 5-11. This conference scheduled several Arabs in key presentations spots. Despite the persistent efforts of our Boston office, the sponsors (who evidently were taking their instructions from certain faculty men at Harvard's Center for Middle East Studies) refused to schedule an Israel speaker on a comparable platform, insisting that the Arab-Israel conflict was not germane, that the purpose of the Conference was to deal "with the image of America abroad", and that the attitudes of the Arabs was the major public concern. (An Israel student was allowed to participate in seminar discussions.) It was only after the Arabs attacked Israel that the sponsors intervened to warn succeeding Arab speakers to confine themselves to the topic. It should also be noted that the Zionist students failed to see the implications of the program and failed to support the request for program revision.

Other Action -- Arab speakers have been active on many campuses, but in almost all instances they have been counteracted... We made recommendations for speakers at the University of Rochester's Campus Conference on Religion where "Religion in Israel" will be on the agenda... We are also cooperating with "Israel Emphasis Week" at the Buffalo campus of the State University of New York... Our protests against slanted programming at Portland State College have brought results... A list of Israeli scholars was circulated by us to field offices and some community leaders... Harman was invited to Yale as the guest of the president. Invitations are also being stimulated from Harvard, Oberlin and Fordham... January issue of Social Education, prepared in collaboration with AAMES, carried a number of favorable articles... Arab students remain active; The Daily Texan, publication at the University of Texas, devoted an entire page to the Arab world in which anti-Israel propaganda was carried. This was counteracted by letters from the Israelis there.

ORGANIZATIONS, PROJECTS, CURRENT ISSUES

Middle East Institute -- Dr. Joseph Schechtman's article "Contra the Middle East Institute" was published in The Reconstructionist. We ordered reprints which were sent primarily to academicians around the country.

ACPC -- Recent issue of their Newsletter dealt with Israel-African relations. Land Reborn dealt with Mid-East Oil and with a survey of the Arab press on the refugees. Father Kearney, Associate Editor of America, will address an ACPC meeting on February 8.

International Union of Local Authorities -- The U.S. contingent of 60 Mayors returned from Israel where they attended the Conference this year. While in Israel, a number of them were interviewed by our representative who sent stories back to their hometown papers; they were also recorded in interviews for local radio stations. We notified community leaders of those mayors who attended the conference in Israel; in many cases, local Zionist leaders have already met with the mayors and are developing plans to place them before Jewish and Christian audiences, etc.

International Jr. Chamber of Commerce -- Mr. Moshe Meron of Tel Aviv has been elected Executive Vice-President of Jr. Chamber of Commerce International. In this capacity he will visit the U.S. twice during 1961. We are already making plans to use him on a number of important platforms.

Society for the Prevention of World War III -- Their publication, winter issue, carries the usual number of anti-Nasser items.

Rotary International -- The Rotarian, their monthly publication, carried an article on the world refugee situation. The few paragraphs dealing with the Arab refugees were first-rate from our point of view.

Israel American Institute of Biblical Studies -- Continues its excellent work. Is sending another group of Christian theologians to study in Israel. It recently produced a new film on Israel called "Dreams in the Desert".

Cultivation of Special Groups -- The new Subcommittee in the process of formation (mentioned in the last report) will concentrate its activities in the Negro community and among American "liberals". It will work up a program of special mailings, informal meetings, etc... We continue, meanwhile, to send photo stories to the Negro press which are published from time to time. Receiving good coverage was a photo of Israeli doctors in the Congo.

Israel's Thirteenth Anniversary -- This is a major project of the Department involving written material, radio, TV, etc. A memorandum on the subject has already been sent to the communities.

The Eichmann Case -- This incident has become an "issue" in some quarters. Hardly a day goes by that the staff is not involved in one action or another on this issue. Various subcommittees of the Department have given attention to the public relations aspects of the forthcoming trial. Special efforts will be made to contact some of the correspondents from the U.S. who will be covering the trial with the view of interesting them to write on other subjects also.

Local -- Our San Francisco office arranged for Israeli students to extend hospitality to crew members of two Zim ships which opened up service to the West Coast. The San Francisco Zionist Council was also among the first to extend a welcome to the captain and crew of the "Nahariya" as the first Israeli ship in San Francisco Bay ports.

VISITORS TO ISRAEL

We continue to encourage visits to Israel by public opinion molders and, where possible, assist with financial arrangements. We are in touch with a number of travel agencies and tour groups going to the Middle East offering briefings, literature, etc. Several participants in past study tours are now engaged in attempts to set up tours of their own for the summers of 1961 and 1962... Plans are proceeding for the 1961 ACDC study tour. Efforts will be made to reach into new communities which hitherto have not sponsored a participant.

Recent visitors in whom we had more than a rooting interest returned from Israel quite enthusiastic and it is, therefore, hoped that they will be helpful to us in the future. These include: Harold Flender, TV and movie writer, who has joined our Radio-TV Committee; James Flanagan, Associate Editor of the Christian, (church publication) St. Louis; the Donald Harringtons of the Community Church in New York. Harrington was particularly interested in Israel's program in Africa; he visited the Afro-Asian Institute in Tel Aviv. The Harringtons proceeded from Israel to Africa. She is a personality in her own right and lectures frequently. Dr. Campbell Crockett, Dean of the Graduate School of the University of Cincinnati, has returned from Israel delighted with his visit. It is expected he will be writing articles and deliver speeches... Other recent visitors include Mrs. Agnes Meyer, co-owner of the Washington Post, who has done some excellent writing since her return; the Ethridges of the Louisville Courier Journal.

Discussions are going on with five Protestant editors to spend some time in Israel this spring. These men represent the Christian Herald, Decision, Christianity Today, Together and Social Order... Approaches will also be made to prominent U.S. church leaders who plan to attend the Conference of the World Council of Churches scheduled for New Delhi this fall, so that they be given an opportunity to spend time in Israel either enroute or upon the return trip... Help will also be given to college faculty people to enable them to be in Israel this summer or during their sabbaticals... Prof. Von Grunebaum, head of the Middle East Institute at UCLA, and perhaps the greatest American authority on Islam, will spend three weeks in Israel early in 1961.

Our representative in Israel continues to meet with visiting Christians and arranges briefings, hospitality, etc. About 1300 Christians visited Israel during the last three months of 1960. A good program was developed for the 60 U.S. visiting Mayors who went to Israel and reports indicate that they returned quite impressed. Also given special attention were two tours composed of delegates to the International Conference of Social Workers held in Rome; this group received excellent treatment in Israel... Our representative sent her "Christmas Letter" with news about Israel to about 400 U.S. Christians she has come to know.

THE ORGANIZED OPPOSITION

Close cooperation continues between all anti-Zionist and anti-Israel groups in this country.

The Arabs -- Arab officials and students have maintained the pace of their operations particularly on speaker rostrums and in the "letters-to-the-editor" columns. Their activity has been heavy in recent months in Texas and Louisiana. Batal is still making the rounds in Florida and surrounding area. Current Arab pet themes are Israel's atomic reactor, EG's speeches, and (aping the ACJ) the propriety of the deep interest evidenced by U.S. Zionists in Israel... The AZC has counteracted these speeches and letters in practically all instances.

The Arab Information Center is circularizing Exodus - A Distortion of Truth, a 34-page booklet released to coincide with the opening of the movie; as expected, it attempts to discredit the book and quotes from Erich Fromm and Elmer Berger... Middle East Forum, published by the Alumni Association of the University of Beirut, carried an article asking for intensification of the Arab boycott against Israel and urged Arab competition with Israel for the markets of Africa and Asia... Arab Review expresses grave concern over President-elect Kennedy's "pro-Israel" statements, and exhorts Kennedy to study "the Laven crisis in Israel" for his enlightenment.

Arab students in the U.S. will publish a weekly review in English subsidized by the UAR. They will also arrange exhibits in various cities to show the progress in the Arab world.

Aramco -- Continues to equip AFME speakers with slides for speakers' presentations... Papers from the Second Arab Petroleum Congress held under auspices of the Arab League are being distributed in the U.S. by Aramco in a pamphlet called Current Challenges in the International Petroleum Industry. Aramco is also distributing an Arabic textbook to American students who wish to study Arabic.

American Friends of the Middle East -- AFME runs an extensive program in the academic field: 1500 Middle Eastern students were placed in the U.S. last year and were provided with \$200,000 in aid; 28 UAR students, previously studying in the USSR, were placed by AFME, in cooperation with the "Experiment in International Living", in private homes in the U.S. Other phases of its work in this area include the awarding of grants to Foreign Student Advisors for travel in the Middle East.

AFME's propaganda program, it should be noted, is not nearly as bitter and vicious as in former times. However, it does continue and wherever it appears, we have taken steps to counteract it... Grant Butler is again active in speaking engagements on the West Coast... AFME continues its close association with the Arab Student program... The AFME newly-formed chapter at Baylor University has not received the approval of the college authorities; it is unlikely, however, that the group will be asked to disband... William Cline, formerly AFME's Eastern Regional Director, has been appointed Director of Development for the Near East Foundation.

American Council for Judaism -- ACJ circulated a five-page report dealing with our National Zionist Assembly to their leadership. They also circulated a communication to Jewish leaders around the country,

particularly to officers of local Jewish Federations and Welfare Funds, enclosing a pamphlet, "The UJA Funds 'Reorganization'", written by Lessing Rosenwald. Another letter circulated by them called for protests to be made to the U.S. Government on letting Zionism be treated as a "sacred cow" and as a separate "body politic".

ACJ continues its attempts to get on TV and Radio, with small success. Our policy continues to be not to enter into public debates with them; this stand has caused many producers to drop program ideas initiated by ACJ... Their speakers on campuses have been counteracted effectively... In Los Angeles, the International Round Table, which had scheduled both Berger and Sayegh, dropped them after inquiries in the Jewish community.

ACJ remains, however, a potent anti-Zionist and anti-Israel force. The AZC is now discussing a project which, if implemented, should go a long way in diminishing the acceptance of ACJ in many quarters.

The Jewish Newsletter -- Zukerman called the National Zionist Assembly "the last effort on the part of the united Zionist Movement to save itself from extinction". This paper continues with its usual vicious material, and carried material written by the Arabs.

MISCELLANEOUS, MAILINGS

We continue to send out literature, answer voluminous community correspondence, send memoranda to local Zionist Council chairmen and key community leaders... A special kit of material was prepared for use at our Zionist Assembly. The Assembly was followed up by a report to our community contacts.

OBSERVATIONS AND RECOMMENDATIONS

The year 1960 saw some improvement in our operational structure. Particularly heartening is the addition to our ranks, on the volunteer level, of new and effective people who are prepared to be of help. In addition to the overall Committee on Information and Public Relations headed by Mrs. Judith Epstein, there are now five functioning Subcommittees, each with its own chairman.

This development provides us with great opportunities, but also poses problems. At the present time the Department is inadequately staffed to give each Subcommittee sufficient staff assistance to carry out the programs being projected. This matter requires our immediate attention.

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