

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

September-October 1961

PRINTED MATERIAL OF GENERAL INTEREST

The Daily Press of the Nation

Analysis and Highlights -- During this period coverage and editorial comment dealt with the Syrian defection, some renewed interest in the Arab refugees, Mongi Slim and some comment on Golda Meir's speech on disarmament. There were some good features on Israel: the Hochstein series in the Newhouse papers, Sylvia Porter's syndicated series, the Kirkness articles, etc... Comment on the Eichmann case began to pick up in October... Very little comment appeared editorially on the Israeli Arabs who were shot in crossing the border into Egypt... There was a slight lessening of hostile letters to the editor.

Most papers were sympathetic to the Syrian defection and there was general agreement that Nasser's prestige was gravely damaged: The Boston Globe called it "the most stunning blow since the Israeli army humiliated his troops at Suez"; Charlotte News called Nasser "wild and windy... an Egyptian bully-boy". Mowrer's syndicated piece was very harsh on Nasser... Some papers questioned Slim's suitability for the job of SG.

The AZC Effort -- During this period we continued to counteract hostile material in the press and sent off commendatory letters, as warranted. 38 letters were sent off to editors.

We continued also to stimulate meetings for our local leadership and visiting speakers with editors: 42 background or briefing sessions were held during September-October.

Magazines, Writers and Publications

Israel fared extremely well during this period, with five or six major articles in the top publications: Atlantic Monthly, Reader's Digest, Look, Holiday, Saturday Review.

Our Magazine Committee continues to be active in the planning and placement of articles... The November Reader's Digest (circulation over 12 million) carried Albert Q. Maisel's excellent piece "New Helpmate for New Nations", the record of Israel's work in Africa, which will also appear in some of the foreign editions. It was first placed in The Rotarian (circulation about 750,000) which reaches primarily into business circles. It will also appear in the Digest edition prepared

for high school classrooms; this special edition has a circulation of 1,250,000... We have arranged for 3,000 reprints to be sent primarily to Negro leadership.

The Atlantic Monthly in its October issue carried the outstanding Martha Gellhorn piece on the Arab refugees, which made quite an impact around the country. We arranged for the distribution of 10,000 reprints to public opinion molders in all categories. Acting on information that anti-Israel groups were bombarding the Atlantic with critical letters, we stimulated a letter campaign designed to counteract their impact. Hundreds of letters reached the editors as a result of this campaign.

Interested friends are making arrangements with the Atlantic for another reprint of the Gellhorn article to be sent to all 53,000 persons whose names appear in Who's Who in America... The Lebanese Gazette is serializing the Gellhorn article.

The November issue of the Atlantic carried a special 64-page Supplement on Israel, with articles by some of Israel's top names. Our Boston office edited the Yadin article.

Jack Anderson, following his return from Israel, is now doing a piece for Parade Publications... We wrote the piece on Zionism for the Spencer Press Encyclopedia... Our Committee is now planning articles for the women's magazines and for the trade and business publications.

We have "our fingers crossed" on the article now being written for the Saturday Evening Post by Harold Martin who visited the Middle East recently and spent most of his time in the Arab world. Meyer Levin's piece on Buber will appear in the New York Times Magazine any day now.

Books

We purchased 175 copies of Herbert Weiner's The Wild Goats of Ein Gedi; 150 have been distributed to university and theological school libraries, the balance to individuals.

We purchased 50 copies of Faith Walks the Land, a beautifully illustrated story of the Christian communities in Israel suitable for church groups and Sunday schools, which have been sent to supervisors and heads of Christian education councils.

Ben Hecht's new book, Perfidy, will be out in November. In addition to the usual promotion by the publisher, Hecht's friends in the communications business are being asked to help via interviews, reviews, etc. The book will be damaging.

OUR SPEAKERS PROGRAM

During September-October, the Speakers Bureau arranged for 422 appearances in 85 cities in 27 states, bringing the total for the first 10 months of 1961 to 1987 engagements.

Speakers brought from Israel to augment our usual roster included:

Moshe and Ahuva Meron. He is an Israeli attorney and Executive Vice-President of Junior Chamber of Commerce International which "sponsored" his tour. He addressed a number of Jr. Chamber chapters as well as other influential groups and had many interviews, etc... His wife, Ahuva, a former Habima actress, also addressed appropriate groups.

Justice Alfred Witkon of Israel's Supreme Court and international authority on Tax Law made 14 appearances in the New England area, addressing faculty and student groups, and had sessions with press people. Harvard paid all expenses.

Professor Andre Chouraqui, Counsellor to Ben Gurion on integration of Jewish refugees (a \$1-a-year man) travelled extensively through the Midwest, the West Coast and Texas, making a total of 68 talks. The concentration was in academic and theological circles and among communications people.

Others utilized in our program included: The Israel Scouts, Dr. Daniel Hillel, Dr. James Sheldon, Mr. Karl Baehr, Israeli consular personnel, Dr. Miriam Freund, Mrs. Gladys Neiburg and many other Christians and Jews.

RADIO, TV, FILMS

36 Radio and TV interviews were arranged during this report period... There were 24 film showings on TV stations and at meetings of organizations.

Two network shows were arranged: Eli Wallach interviewed Jacques Lipschitz over ABC-TV network on his recent trip to Israel. The same network, on Directions '62 had a program devoted to the Chagall Windows with Emily Genauer... Ruth Hill, member of our Committee, devoted one of her programs to the same subject... Ambassador Harman will be interviewed by Casper Citron for his TV show in November... Karl Baehr's talk on the Arab refugees was taped and sent to 20 stations... We counteracted Don Peretz' interviews on several programs with our own people who either appeared simultaneously or at a subsequent date.

CHRISTIAN RELIGIOUS GROUPS

The Commission on Inter-Religious Affairs has implemented activities in a number of areas.

Institutes for Christian Clergy. These have been held in Los Angeles and Phoenix. The Los Angeles Institute, in which Mr. Baehr and Rabbi Nussbaum participated, drew an attendance of 90. It was somewhat marred by the presence of six Arab students who came uninvited. Bishop Gerald Kennedy, who presided, later wrote: "The more I see the Arabs in action, the more my sympathy goes altogether in the other direction"... A reception for Christian clergymen was arranged in San Francisco for Mordecai Shalev... Leading clergymen in Detroit were addressed on the refugee issue.

Additional Institutes are planned for a number of other communities: Philadelphia, Chicago, Nassau-Suffolk County. In all, nine Clergy Institutes are planned for the 1961-62 season.

Briefings for Rabbis on the Arab refugee issue - New York Board of Rabbis held a session with Ambassador Comay; 75 in attendance. Shalev had sessions with the Rabbis in both Northern and Southern California. Massachusetts Board of Rabbis is planning a similar briefing.

Mailings - Gellhorn reprint was sent to Christian clergy and church press... The three Rabbinical bodies also received materials on the Arab refugees: the Orthodox received the mailing from Rabbi Zev Segal, the Conservatives from Rabbi Judah Nadich, and the Reform from Rabbis Herbert Weiner and David Greenberg. Requests have since come in from over 100 Rabbis for additional materials.

Church Press - Rabbi Ben Zion Bokser's article has been accepted by the Journal of Religious Thought... Gabriel Gersh's article appeared in the Christian Century... America carried a sympathetic summation of the Eichmann trial... Kenneth Wilson of the Christian Herald wrote a favorable piece which showed deep understanding of Israel, even on the Arab refugee issue, and her treatment of evangelists... Dr. Carl Henry, editor of Christianity Today, in a wide-ranging series of articles treating with Theology and modern Israel, expresses admiration for Israel's accomplishments, moral disapproval of the treatment of Arab refugees and the Eichmann trial, and strong opposition to any attempts to inhibit the right to evangelize. He relates Israel's shortcomings to its failure to understand and accept Jesus.

Church Groups - The Denominational Staff Council composed of Social Action professionals in the Protestant denominations will extend an invitation to a representative of our Commission on Inter-Religious Affairs to address one of their winter sessions... The Commission of the Churches on International Affairs of the World Council of Churches has modified its position somewhat in favor of Israel in its memorandum dealing with current issues which it prepared for the 16th session of the General Assembly.

Summer Seminar for Clergymen - The Commission approved participation in the 1962 Seminar for clergymen in Israel to be held in cooperation with Inter-University Committee on Israel. (See Academic Section.)

ACADEMIC CIRCLES

The Inter-University Committee on Israel has formally approved the 1962 Summer Seminar in Israel. This project will attempt to enroll 50 educators and clergymen to spend four weeks in Israel, studying various aspects of Israel's life and development. Active promotion will begin the first week in January.

Seminars - The University of Omaha sponsored a Seminar on the Middle East in which Prof. Nasrollah Fatemi, Mr. Karl Baehr and Mr. Shaul Ramati participated. It was organized by a former ACPC Study Tour participant... NYU is considering a Seminar on the Arab refugees to be held in January...

Fairleigh-Dickinson will sponsor a Seminar on Africa in February; within this context, Israel's role in cooperating with the underdeveloped countries will be discussed... Ambassador Harman will speak at Boston College, a Catholic institution.

Faculty - Work has begun on a tax book on Israel undertaken by the Harvard Law School and its Department of Taxation; this project was stimulated by our Boston office... A reception was held at the University of California (Berkeley) so that Mordecai Shalev could meet the Jewish professors there.. 450 persons were present at the Dedication Ceremonies of the Israel Room at the University of Tampa; our office donated some books.

Arab Student Convention - Held this year at the University of Minnesota; 275 students attended. Arab students were urged to become intimately involved with all aspects of student life here, especially in areas where foreign policy is discussed: Model UN Assemblies, International Relations Clubs, etc. The Convention was addressed by Harold Minor, AFME president. One resolution passed urged the students to bring the matter of UJA tax exemption to the attention of the State Department.

Students - Arab students speak openly of the financial support they receive from their governments and of their duty to propagandize while here. They continue to deliver lectures, write letters to editors, etc. They have been especially active recently in Texas, where 40 of them are enrolled at Lamar College in Beaumont. 52 Saudi Arabian students were recently enrolled at the University of Texas.

Future Farmers of America - The Florida Chapter of this group - composed of high school students has become involved in a project, which while ostensibly of a philanthropic nature, is lending itself to anti-Israel propaganda. We have taken steps to bring the matter to the attention of the Department of Health, Education and Welfare which has jurisdiction over the FFA.

Friendly students continue to be of help in counteracting the propaganda on campuses... Arab and Israeli students have met, together with American students, in "Operation Understanding" at the University of California (Berkeley) in an experiment designed to bring all students closer to one another... Yeshiva University Student Council sent a delegation to consult with us on next year's Yom Haatzmaut program.

Academic Publications - The Asian Student continues in its objective treatment of developments. Recently it carried a full and sympathetic piece on the defeat of the anti-Israel resolution at the Belgrade Conference. A good news story of the International Bible Contest held in Jerusalem was also carried, as well as an account of Israel's official position on the Arab refugees.

AZC continues to counteract all hostile speeches on campuses by placing appropriate speakers on the same platforms.

ORGANIZATIONS, PROJECTS, ISSUES

Arab Refugee Issue - We carried out a rather intensive educational campaign on this issue over the past month with mailings, briefings, talks by our speakers, special memoranda to our community contacts, etc.

Briefings on this issue have been held for Jewish leadership in Chicago, Minneapolis-St. Paul, Cleveland, St. Louis, San Francisco (two briefings), Oakland, Philadelphia, Rochester, Columbus, Detroit, Milwaukee, Indianapolis, and Besden (Ala.), in addition to briefing sessions for Christian leaders in Detroit and background sessions on this issue with editors, commentators, etc. (We have already noted the sessions with Christian clergy which, among other issues, dealt with the refugees, and our work among the Rabbis.)... We countered with pro-Arab presentations on this issue in all media. Representations by the Boston office resulted in the cancellation of an inflammatory Arab film which dealt with the refugees.

Israel's Role in Africa - This theme has been picked up widely in recent months and is evident in speeches, articles, interviews, etc. Most literate Americans, by now, should know something of Israel's cooperation with the African-Asian nations.

Ethiopian Recognition of Israel - With de jure recognition of Israel by Ethiopia, we stimulated letters to the Ethiopian Ambassador in Washington expressing gratification at the move. We know of approximately 40 letters which were sent by Christian and Jewish leaders in the U.S.; the total sent was probably much more.

Indiana State Fair - The Israel Pavillion at the Fair was a tremendous success; this was set up at the initiative of our Chicago office. It was viewed by many tens of thousands of people.

Delegation of Israeli Scouts - Utilizing the presence of nine visiting Israeli scouts here, we set them up for interviews, receptions, meetings with American youth (Christians and Jews), etc.

The Eichmann Case - Interest began to pick up in late October. We monitored all material and reacted as warranted. 75 Eichmann kits were distributed during this period. A report by the Center for the Study of Democratic Institutions, set up by the Fund for the Republic, stated that holding the trial in Israel "had an undesirable effect on the development of international law"; the trial should have been held in Israel, the author contends.

American Christian Association for Israel - This new body will take over the work, on a modified basis, of the ACPC. It will carry on a rather modest operation, with Karl Baehr in charge. Its address is 515 Park Avenue, New York, N. Y.

America Israel Society - Discussions and consultations have begun towards organizing a Greater New York Chapter of the America Israel Society.

VISITORS TO ISRAEL

Returning Visitors - Philip Hochstein, editor of Newark Star-Ledger, returned from his five-week trip to Israel and is writing a series of articles for his chain... Kenneth Wilson did a splendid piece for the Christian Herald upon his return... The same applies to William Henry Chamberlin whose two articles have already appeared in the Wall Street Journal and one in the New Leader... Earl Ubell continues to write and plan articles on Israel (he is now writing one for the Saturday Evening Post).

Our representative in Israel continues to receive visiting Americans and arrange appropriate receptions, interviews and visits to the homes of Israeli citizens. She gave a reception for Dr. and Mrs. George Buckner - he is former editor of World Call. She also arranged archeological trips for members of the American Embassy and USOM.

We are now trying to stimulate Lions Club International to include Israel on their itinerary in connection with their international Convention scheduled for Nice, France in 1962.

Due to budgetary considerations, we made no financial commitments to prospective visitors to Israel during this two-month period.

THE ORGANIZED OPPOSITION

The Arabs - They have been quite active on speaking platforms in Northern California: speakers included Sayegh, Basheer, Mehdi, and George Mardikian... Batal now active in Birmingham where he apparently lives. Hadawi active as usual. Four Egyptian students at Maxwell Air Force Base are quite busy with anti-Israel propaganda. El Khatib, mayor of Jerusalem, Jordan, has been speaking in Southern communities. (New Orleans Zionist Council chairman handled the counteraction well)... Arabs in San Francisco area making some inroads in groups interested in the new African countries.

We continue to counteract the Arab speakers wherever they appear, by placing our own speakers on same platforms. Thus, Abu Diab was effectively followed up by Ben Dov, Mawlawi by Ramati, Batal by the Rev. Daniel, the Mayor of Bethlehem by Meron, etc. We are now working on the others.

Arab News and Views, a publication of the AIC, continues to quote heavily from American Council for Judaism material.

American Friends of the Middle East - They continue in their anti-Israel activities which we routinely combat. AFME plans to enlarge its activities this year. AFME underwrote part of Sayegh's salary at Stanford... AFME in pursuance of its policy of defending the status quo in some Middle East countries, offered bribes to various Middle East Student Organizations in the United States if they would refrain from criticizing their home governments; one student body accepted the cash, another group rejected it... Sheldon Mills, former U.S. Ambassador to Jordan, delivered a hostile talk at Reed College, Portland. The Rev. Cecil Osborne of Burlingame continues to be active.

American Council for Judaism - ACJ moved its Dallas office to Houston and has engaged a professional for the Los Angeles area. Two recent college graduates, Eliot Bernat and Peter Hanauer, have toured the country in order to sell the ACJ program to Jewish youth - with little success. Alfred Lilienthal continues active; he is writing another book. The Arabic editions of his books will carry his newly-adopted Arabized name: Fârid Abu Tal.

We continue to counteract all ACJ materials in the press and their speaking engagements.

Jewish Newsletter - Has suspended publication with the death of William Zukerman; the word is that Zukerman left a will decreeing that the JNL should die with him. Friends of the JNL are now seeking funds to put out a volume containing some of his "most important" editorials, etc.

MAILINGS, CORRESPONDENCE, SERVICING

Mailings have gone out to public opinion molders dealing with current issues. During this period we filled 365 written requests for information and literature, in addition to servicing via phone and in-person visits.

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