The American Jewish Committee requests a grant-in-aid of $9,000 to help produce a series of six one-minute human relations TV spots, semi-animated in format, with music and humor as basic ingredients. These TV films will be designed to tell in the most effective way possible, the story of brotherhood among all men, the interdependence of nations and peoples throughout the world, and the rights and responsibilities involved in American citizenship. By making them available free of charge to TV stations all over the nation, we can reach the American public consistently and powerfully.
"TV Spots Before Your Eyes" is a series of one-minute television cartoons in semi-animated form with a musical ballad background. These public service spots have been shown on over seventy-seven TV stations and every TV network.

The first human relations television spot ever to be produced was entitled "Snigglegrass" and was done by the American Jewish Committee in cooperation with the Advertising Council. Its success was so great that the American Jewish Committee independently produced three more such spots: "Baseball", particularly geared for the baseball season and stressing the need for teamwork in a nation as well as in baseball; "Sweet 'n' Sour", which uses the Benny Goodman Quartet recording of "Running Wild" to illustrate the need for musical teamwork; and "Three-Ring Circus" which animates the cooperation of the men on the flying trapeze.

Each spot hit home the idea that Americans of all races and religions must live and work together as a team in order to be most successful as individuals and as a nation.

The response to these TV cartoons was amazing. Prints were distributed only upon request and with a definite time commitment by the station. Seventy-seven stations gave such a commitment and many wrote in to express their satisfaction with the spots. Samples of the mail received are attached.

During UN Week in 1951, we produced, in cooperation with the American Association for the United Nations, a one-minute TV spot entitled the "UN Plus U". After having determined the widespread use of this spot and the desire of TV stations to have more such spots, we are producing another film for distribution during UN Week of 1952.

These spots, as well as the human relations spots described above, are used not only during holiday seasons and other special occasions, but are kept as part of the film libraries of these TV stations and used whenever one-minute time slots are available. In addition, many regularly scheduled programs use the spots during their shows. This is particularly true of children's programs.

In this presentation, we hope we can convey to you some of the enthusiasm on the part of TV station personnel and viewers alike in response to "TV Spots Before Your Eyes".
APPLICATION FROM THE AMERICAN JEWISH COMMITTEE

EXHIBIT A

DESCRIPTION OF PROPOSED TELEVISION PROGRAM SERIES

The American Jewish Committee requests a grant-in-aid of $9,000 to help finance a series of six animated one-minute films for television dealing with the subject of human relations. These TV spots will be designed to tell the story of brotherhood among all men, to point out the interdependence of the nations and peoples of the world, and to remind Americans of their rights and responsibilities as citizens of this country.

We have found that the one-minute spot, produced in semi-animated form, with humor and music as basic ingredients, is a very successful technique through which to spread these ideas. We base our opinion on experience gained through our production of "TV Spots Before Your Eyes," a series of five one-minute human relations films. These cartoon spots with a musical ballad background, received a large response from TV station personnel and viewers alike. They have been shown on over 77 TV stations and every TV network.

The first human relations television spot ever to be produced was entitled "Snaggletooth" and was done by the American Jewish Committee in cooperation with the Advertising Council. Its success was so great that the American Jewish Committee independently produced three more such spots: "Baseball," particularly geared for the baseball season and stressing the need for teamwork in a nation as well as in baseball; "Sweet 'n' Sour," which uses the Benny Goodman Quartette recording of "Runnin' Wild" to illustrate the need for musical teamwork; and "Three-Ring Circus," which animates the cooperation of the men on the flying trapeze.

Each spot hit home the idea that Americans of all races and religions must live and work together as a team in order to be most successful as individuals and as a nation.
The response to these TV cartoons was such as to indicate the need for more one-minute films. Prints were distributed only upon request and with a definite time commitment by the station. Seventy-seven stations gave such a commitment and many wrote in to express their satisfaction with the spots.

During UN Week in 1951, we produced, in cooperation with the American Association for the United Nations, a one-minute TV spot entitled the "UN Plus U." After having determined the widespread use of this spot and the desire of TV stations to have more such spots, we are producing another film for distribution during UN Week of 1952.

These spots, as well as the human relations films described above, are used not only during holiday seasons and other special occasions, but are kept as part of the film libraries of these TV stations and used whenever one-minute time slots are available. In addition, many regularly scheduled programs use the spots during their shows. This is particularly true of children's programs.

But as the innovators of animated TV spots that sell attitudes, rather than soap, we know that our technique has still to be perfected and our output expanded, if our spots are to be made even more effective. Television stations have been asking for more such films. But we have been financially unable to meet the demand. We ask you for funds to help us to produce these films and offer them to a willing market and an audience already proven warm and receptive.

We will provide the creative ideas and professional competence necessary for the production of these films. We ask you for $9,000 to cover the costs of filming six TV spots after salaries of directors, consultants and writers have been paid for by the American Jewish Committee. A more detailed breakdown of the budget requested will be found under Exhibit B.

As we understand it, our TV films would fall under three areas of direct concern to the FAE, as outlined in yourendum. They are the fields of International Understanding, Political Affairs, and Humanities. Our United Nations spot obviously belongs in the sphere of International Understanding, since its theme
points out that working together with peoples throughout the world is the only means by which we can achieve any kind of lasting peace. It is our intention to produce more spots along similar lines, showing the interdependence of all peoples, regardless of nationality.

In the field of Political Affairs, we have endeavored to show in four of our five TV spots, that the unity and strength of our nation depends upon the teamwork of Americans of all races and creeds. We expect to stress this area of work in future films we make, including not only the concept of unity as described, but also the responsibilities of citizenship (such as voting), and the guaranteed freedoms of all Americans (such as the Bill of Rights).

We believe that our human relations TV spots fall in the province of the Humanities as well, since they stress the ethical necessity of evaluating every man on the basis of his own merits, rather than as a member of any racial, religious or national group.

Part of Exhibit C consists of letters and other material which indicate the response of stations and the reaction of audiences to our first series, "TV Spots Before Your Eyes."
1. The American Jewish Committee will contribute to this project the creative work and production supervision needed. A rough estimate of this budgetary contribution from the American Jewish Committee to each one-minute TV film is $1,350. The American Jewish Committee budget breaks down in the following manner:

   Estimated salary costs of director, assistant director, writer, art and film supervisors — all of whose work is essential to the production of these spots $1,100.

   Miscellaneous expenses of the foregoing personnel 100.

   Additional costs for the free lance artist 150.

   Musician and musical arrangement 100.

   Total $1,350.

We will assume the cost of mailing and handling the 130 prints that are provided for in our production budget.

2. It is the cost of filming these six one-minute cartoons which has held up their production so far. We therefore request from the NAEB-FAE a grant-in-aid of $1,500 per spot, which would be distributed as follows:

   Production costs $1,500.

   including: filming, cutting, recording, prints (130),

   film cans, labels, cartons for mailing

If these costs of $1,500 per TV spot could be met by the NAEB-FAE grants-in-aid, it would be possible for us to produce six such spots for a total of $9,000 from your fund and $8,100 from ours. As anyone familiar with the production of semi-animated TV spots can testify, this is a remarkably low figure.
APPLICATION FROM THE AMERICAN JEWISH COMMITTEE

EXHIBIT C

EVIDENCE OF ABILITY TO PRODUCE

1. As proof of our ability to do the necessary job, we are including prints of four of our one-minute TV spots — "Three-Ring Circus," "Sweet 'n' Sour," "Baseball" and "UN Plus U." In addition, this presentation will document some of the information we have given you regarding these films. In it you will find a copy of the award given us by the Ohio State Institute for Education by Radio-Television, for our series "TV Spots Before Your Eyes."

2. Should we receive the necessary funds from you, we hope to use the same production staff to do the new series. This will include Milton E. Krantz and Lynne Rhodes of the Radio and Television Division of the American Jewish Committee, and Nathan Schram and Robert Disraeli of our Art and Film Divisions, respectively. Fred Arnett, a free lance artist who has done all the art work for the films, so far, will be retained to do the new series.

3. All text and art work before being put into production will be submitted to the American Jewish Committee's Scientific Research Department for careful evaluation. Content analysis will be done to insure the greatest effectiveness of each spot.
APPLICATION FROM THE AMERICAN JEWISH COMMITTEE

EXHIBIT D

STATEMENT OF WILLINGNESS TO COMPLY WITH CONDITIONS OF GRANT

September 24, 1952

Dear Mr. Miles:

The American Jewish Committee will be happy to accept a grant-in-aid from the NAEB-FAE for the purposes previously outlined. We will, of course, abide by the conditions you stipulate and make the necessary financial reports.

We are grateful to the National Association of Educational Broadcasters and the Fund for Adult Education of the Ford Foundation for making possible such grants-in-aid to educational television.

Sincerely yours,

John Slawson

Mr. James Miles
Executive Director
National Association of Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

JS smh
13-WEEK TELEVISION SERIES DEALS WITH HUMAN RELATIONS

On Sunday, February 25, Station WNB, NBC's New York City television outlet, began the presentation of "Unfinished Business, USA," a 13-week series featuring motion picture films on human relations problems. Produced by WNB in cooperation with AJCommittee radio and television division and the Young Men's Christian Association of the City of New York, the series is based on the "Selected List of Human Relations Films" prepared by the AJCommittee's film division.

Dr. Ethel Alpenfels, distinguished anthropologist, who is Associate Professor of Education at New York University, is coordinator of the series. In addition to the films and Dr. Alpenfels' comment, each program features an "American Salute" to an individual who has by personal example made a noteworthy contribution to the fostering of goodwill among America's various religious, racial and ethnic groups. Among distinguished Americans honored so far are Eleanor Roosevelt, Bernard Baruch, Branch Rickey, Jackie Robinson, and the late Al Jolson, and Al Smith.

"Make Way for Youth," the film produced in 1947 by the Youth Division of the National Social Welfare Assembly to foster the creation of communal youth councils, opened the series on February 25. Robert Disraeli, director of the Film Division of the AJCommittee, directed this production.

NOTED STARS AND IWO JIMA CHAPLAIN ON NETWORKS' AJC PASSOVER PROGRAMS

Ralph Bellamy in "The Second Right"

Ralph Bellamy, noted actor of stage, screen and television, starred in Morton Wishengrad's dramatization of the first Passover celebrated in America, presented on Station WOR and the Mutual Broadcasting System nationwide network Thursday, April 19. The program was heard in New York on WOR from 9-9:30 P.M., and nationally from 10:30-11 P.M.

Entitled "The Second Right," the radio play described the fight made by Asher Levy, in the days of Peter Stuyvesant's governorship of New Amsterdam, for the right of Jews to bear arms in line with the civic duties of all citizens of that period.

Sam Levene Conducts Television Seder

Sam Levene, now starring in the Broadway musical hit, "Guys and Dolls," conducted the Passover Seder presented on "Morning Chapel," on TV Station WABD, New York (Channel 5) and the Dumont Television Network, Friday, April 20, from 9:30-10 A.M.

Rabbi Morris N. Kertzer, director of interreligious activities for the AJCommittee, introduced the program and Pat Meikle, star of "Magic Cottage" and "Television Baby Sitter," participated in the ceremonies, during which traditional Passover songs were rendered.

The script for this special Passover program was written by Lynne Rhodes, of the AJCommittee, which produces "Morning Chapel" weekly on Fridays.

Rabbi Gittelson on CBS Network

Rabbi Roland B. Gittelson, chaplain of Iwo Jima fame who now serves as spiritual head of the Central Synagogue of Nassau County, Rockville Centre, N. Y., was featured on the special program presented by Station WCBS and the Columbia Broadcasting System network Friday, April 20, from 5-5:30 P.M.

Cantor Edgar Mills, of Congregation Oheb Shalom, Newark, N. J., and his choir sang Passover songs under the direction of Alex Zimmer.

AJCOMMITTEE'S BALLAD-CARTOONS SING A SONG OF BROTHERHOOD

"Sweet 'n Sour," "Three-Ring Circus" and "Baseball" are one-minute animated ballad-cartoons on film, with guitar background and songs by Tom Glazer. Produced by the American Jewish Committee, they are the first human relations spots made especially for television. With wit and humor, they emphasize the contributions of Americans of every race and religion to the democratic strength of the nation.

The first two, released during Brotherhood Week, have already been used on more than half the television stations of the nation. "Baseball" was distributed for the opening days of the great American sport in mid-April.

This series follows the successful "Snuggleglass" cartoon-film of last year, experimentally produced by the AJCommittee in cooperation with the Advertising Council of America, and shown by almost every television station in the country during 1950.

All four ballad-cartoons were written and directed by Lynne Rhodes, with artwork and animation by Fred Arnott. Nat Schram was art director, while Leonard Weil and Robert Disraeli acted as programming consultants. The films are produced by Milton E. Krents, head of the Committee's radio and television division.

The above sketches are from "Baseball," the television spot emphasizing the need for teamwork. The theme ballad, set to the tune of "Yankee Doodle," concludes:

A nation's like a baseball team
It's run by teamwork too
And every race and every creed
Works with Y-O-U!
An animated song-cartoon on TV is helping in the good fight against bigotry

The little illustrated song with the big message on this page is one that will be seen and heard hundreds of times in the next few months on the nation's TV. A one-minute animated cartoon, Baseball is one of four such films that use wit and humor to show the contributions made by people of every race and religion to America. They have been produced for free video distribution by the American Jewish Committee, oldest U.S. organization devoted to fighting bigotry. The cartoons of Baseball are by Fred Arnott, the song by Lynne Rhodes, the singing and guitar background by Tom Glazer, well known folk-singer.

BASEBALL
(To the Tune of "Yankee Doodle")

Though every player is top fight,
Our team just falls to pieces.
With every game they have to play,
The number of flubs increases.

To figure why they fall apart
You needn't be too clever:
With no teamwork the team's big star
Will die on third forever.

The shortstop simply cannot play
With the jerk who's second sacker.
The pitcher can pitch to most anyone,
But certainly not to his catcher.

So who would want these diamond gems?
They're diamonds in the rough.
A baseball team needs nine good men—
One guy just ain't enough.

A nation's like a baseball team—
It's run by teamwork, too.
And every race and every creed
Works with Y-O-U.

Play ball with all your neighbors.
Pitch in a little more.
Americans, join your team mates all!
Roll up a winning score!
April 14, 1952

Subject: Special Award for AJC's Television Cartoons

The American Jewish Committee received a special award from the 16th American Exhibition of Educational Radio and TV Programs, sponsored by the Ohio State University's Institute for Education by Radio-Television. The award was given in recognition of the Committee's series of one-minute animated cartoons, which present the idea of brotherhood in rhythm and rhyme. These cartoons have been used on a regular basis by 77 of the 103 television stations in the United States. Every network has scheduled them, and special attention was given the "Baseball" spot during the World Series. (This was the spot entered in the competition as typical of the entire series.)

The special award was given in the network television area of public affairs telecasts. The only other award in this area went to the March of Time, with honorable mention to the National Association of Manufacturers. The competition considers any series of programs, or single shot shows done by organizations, independent producers or networks, and which are educational and in the public service.

The series of AJC spots, entitled "Baseball," "Sweet 'n Sour," and "Three-Ring Circus," were produced by Milton E. Krents, written by Lynne Rhodes. Artwork was supervised by Nathan Schram, with animation by Fred Arnott. Leonard Weil and Robert Disraeli were technical advisors. The music was sung by Tom Glazer.
THE SIXTEENTH AMERICAN EXHIBITION OF EDUCATIONAL RADIO-TELEVISION PROGRAMS

IN RECOGNITION OF OUTSTANDING EDUCATIONAL VALUE AND DISTINGUISHED TELEVISION PRODUCTION

PRESENTS THIS

SPECIAL AWARD

IN THE NATION-WIDE CLASSIFICATION FOR A PUBLIC AFFAIRS PROGRAM TO

AMERICAN JEWISH COMMITTEE

FOR THE PROGRAM SERIES

TV SPOTS BEFORE YOUR EYES

THE INSTITUTE FOR EDUCATION BY RADIO-TELEVISION
THE OHIO STATE UNIVERSITY

1952

President, The Ohio State University

Director, Institute for Education by Radio-Television
September 24, 1952

Dear Mr. Miles:

The American Jewish Committee is applying for a grant-in-aid of $9,000 in accordance with the provisions of the announcement by the NAEB-FAE. The request is intended to supply part of the funds needed for the production of six TV animated spots. Details are contained in Exhibit A.

The American Jewish Committee is prepared to commence this project promptly on the award of the grant and can complete it within a period not to exceed six months. The films would be produced approximately at the rate of one a month.

The American Jewish Committee is an agency engaged among other things in adult education relating particularly to problems of human relations. Complete information about the American Jewish Committee is contained in the pamphlet called FACTS ABOUT THE AMERICAN JEWISH COMMITTEE, which is part of Exhibit C.

The American Jewish Committee appreciates the opportunity to submit this application and is indebted to you for allowing us an extension of time to enable us to complete it.

Sincerely yours,

Milton E. Krents
Director of Radio and Television

Mr. James Miles
Executive Director
National Association of Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois
September 24, 1952

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Milton E. Krents
Director of Radio and Television

Mr. James Miles
Executive Director
National Association of Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois
Fifteen years of effective service to AJC came to a close on May 15 with the resignation for reasons of health of George Hexter, executive assistant to Dr. Slawson. Founder of the Committee's Community Service Department, Mr. Hexter cemented working relations with local CRC's, became first president of the Association of Jewish Community Relations Workers. His efforts on behalf of DP legislation were outstanding. Tribute was paid to him at the Executive Committee for his wisdom, deep sense of responsibility and his many contributions to AJC.

From the AJC brief filed jointly as "amici curiae" (friends of the court) with five other groups in the now famous segregation case: "The unchallenged findings (of the lower court) that segregation irreparably damages the child lifts (these cases) out of the murky realm of speculation on the issue of equality of facilities, into the area of certainty that segregation and equality cannot co-exist." The Court's unanimous decision strongly affirmed this point. AJC also recommended to NAACP the social scientists whose study of segregation effects on Negro children so impressed the Court.

Executive committee chairman Herbert B. Ehrmann told the Milwaukee chapter that false patriots are trying to make learning an object of suspicion and derision. "Our republic was formed by the greatest collection of intellectuals the world has ever known, including Adams, Jefferson, Franklin, Hamilton and Madison," he said.

Over 400 New York chapter members and friends held their annual dinner meeting at UN building on May 12 after a guided tour of the organization.

In an AJC reception in New York, Grand Rabbi Jacob Kaplan of France thanked American Jews and particularly AJC, the Joint Distribution Committee and the American rabbinate for aiding the French Jewish community to survive after the Nazi holocaust.