

CBS NEWS

A Division of Columbia Broadcasting System, Inc.
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Dear Alvin:

This letter will summarize our talk today about the program for April 3rd. The broadcast will be one hour, a portion of which will be film. Although the broadcast date is Passover, the approach itself need not be linked to the holiday.

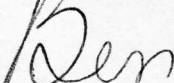
This year commemorates the twentieth anniversary of the establishment of a non-sectarian fund raising committee by the United Jewish Appeal, its purpose: to raise funds which eventually would and did become a major contribution to the settlement of the plight of Europe's Jews after the war, and the establishment of the state of Israel.

Governor Rockefeller was the first chairman. I understand he will be given a plaque noting this event at a ceremony this month. I might add that this is the eighteenth anniversary of the creation of Israel in 1948.

It seems to me that the anniversary, the supra-denominational character of this significant committee, the positive results of its efforts, call for a program on brotherhood. I think that, with an interview with Governor Rockefeller and/or conversation with Governor Rockefeller and other people who have been involved in this effort, and the film we have on Israel shot in the past twenty years, we should probably set forth the plight of the Jew and the condition of Palestine at that moment in history.

With that statement of the problem, both visual and textual, I think we can go to the response of the world, and specifically the American response expressed through this committee, and Rockefeller and others like him. From there, the next logical step, it seems to me, is a progressive one. With film and script, I think we can give a chronological report on the success of this call to man to be his brother's keeper. I think we could well find some way of illustrating the multi-religious nature of Palestine that accentuates our theme of all men's responsibility to the problem of some men. A general rundown of what we have available in film will accompany this letter (see attached).

Sincerely,



Ben Flynn

Alvin Boretz
75 Willow Road
Woodmere, N. Y.

March 7, 1966