



THE JACOB RADER MARCUS CENTER OF THE
AMERICAN JEWISH ARCHIVES

Preserving American Jewish History

MS-603: Rabbi Marc H. Tanenbaum Collection, 1945-1992.

Series E: General Alphabetical Files. 1960-1992

Box 90, Folder 9, Sheedy, Charlotte, 1983-1985.

CHARLOTTE SHEEDY

LITERARY AGENCY, INC.

October 4, 1984

Dear Georgette and Marc,

Thank you for a truly enjoyable evening last Saturday night. Everything was perfect -- and I adored all of the people. It's so rare a happening. So I congratulate you on choosing wisely and I'm pleased you draw such loving and intelligent people around you.

I'm so glad the two of you came my way.

I'm sending you herewith this slim volume written by my daughter. I'm sure it will delight you.

I hope this is the best year of your lives. And I'll wish that for you on each succeeding Rosh Shashonah.

Yrs,



May 24, 1984

Ms. Charlotte Sheedy

Dear Charlotte,

I've been working steadily on my Billy Graham files and I hope to have a proposal ready for you before we leave the country on June 10th.

Couple things: October 1985 marks the 20th anniversary of Vatican Council II's adoption of the declaration condemning anti-Semitism and calling for fraternal solidarity between Catholics and Jews. That led to what has been called a "revolution in esteem" with phenomenal changes in Catholic textbooks, teaching, and in human contacts between Catholics and Jews.

I think there is a New York Times magazine piece in describing those changes in dramatic ways. In light of my involvement as the only rabbi-observer at the Council, I'm in a good position to write that piece. I'd like your thinking about it.

Second, there are incredible massacres taking place all over the world - India, Lebanon, Ireland, Kampuchea, etc. I'd like to do a piece on that as a Times Op-Ed, describing the "group narcissism" that is at work in these killings, and the need for creating ideologies and models of group pluralism. Do you handle this sort of thing?

Finally, I've got a group of rather solid essays on a whole range of subjects that I'd like to put together as a book. Any thoughts?

MACMILLAN PUBLISHING COMPANY
A Division of Macmillan, Inc.
866 Third Avenue, New York, N.Y. 10022

FMI

GENERAL BOOKS DIVISION

June 18, 1985

Charlotte Sheedy
Charlotte Sheedy Literary Agency, Inc.
145 West 86th Street
New York City 10024

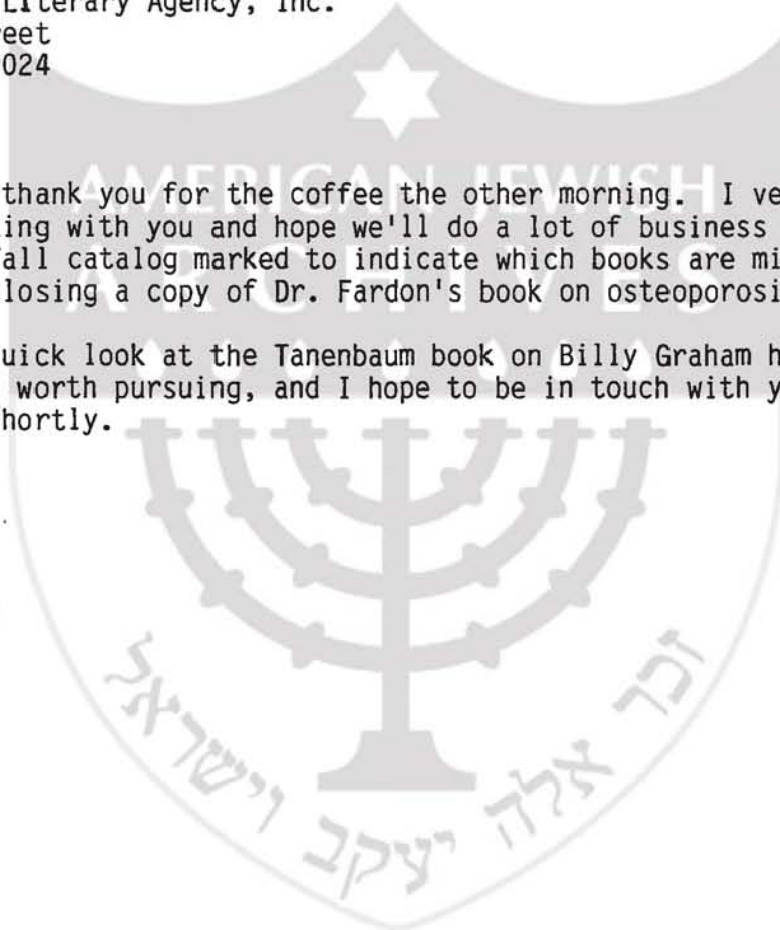
Dear Charlotte:

I just wanted to thank you for the coffee the other morning. I very much enjoyed talking with you and hope we'll do a lot of business together. I'm enclosing a Fall catalog marked to indicate which books are mine, and I'm also enclosing a copy of Dr. Fardon's book on osteoporosis.

Incidentally, a quick look at the Tanenbaum book on Billy Graham has convinced me it's worth pursuing, and I hope to be in touch with you on that subject shortly.

Sincerely,

Alexia
Alexia Dorszynski
Senior Editor
enc.



July 24, 1984

Ms. Charlotte Sheedy
145 West 86 St. (13A)
New York, N.Y. 10024

Dear Charlotte,

Here 'tis. This is the chapter-by-chapter outline for "Billy Graham, the Jews, and Israel."

In this rough form, it suggests a book from about 200-250 pages, and possibly some 30-35 photos. (The photos can be chosen depending on their quality and usefulness.)

I take it these chapters will be included with the remainder of the proposal that I sent you earlier.

I would be grateful for your early reaction to this material.

I will be in Latin America from Aug. 5-20. It would be nice to have a publishers response - if possible - by the end of August, since I will need to plan my fall schedule based on the time needed to write the book.

All the best!

July 26, 1984

Dear Charlotte,

I appreciate your positive response to my book proposal.

Let's hope it flies high with some substantial publisher.

Enclosed please find the six copies of the proposal.

While I don't expect it, should you get a strong bite before I leave on Aug. 4, it would be nice to know it.

Again, with appreciation!



Aug. 1, 1984

Dear Ken,

A couple letters have already come in from Christian leaders, suggesting good responses. I have had them sent to Leonard Yaseen. If you need copies, I will have them sent to you.

I want to float an idea with you. When you have completed Leonard's book project, would you be open to working on another book or magazine idea?

Oct. 1985 will mark the 20th anniversary of Vatican Council II's declaration on the Jews. There will be great national and international interest in the event.

Enclosed is a draft article written by Louis Auster on that theme centered on my work. He is a lovely man, an accountant, and hardly a professional writer. He submitted a piece which I had to rewrite extensively. That is the enclosed article.

Would you consider doing a magazine piece for the NY Times based on this; better still, do you think this might be the basis of a book for publication in '85? I'd work closely with you on gathering all the materials which I have.

I leave for Latin America from Aug 5 to 19. Can we talk after that? Best regards.

Mr. Floyd W. Thatcher
Editor-in-Chief
Word Books
4800 West Waco Drive
Waco, Texas 76796

Dear Mr. Thatcher,

I appreciate very much your warm and thoughtful letter to my literary agent, Ms. Charlotte Sheedy.

I have asked her to send you ~~the~~ my book proposal on "Billy Graham, the Jews, and Israel" (tentative title.)

As you will see, the ~~prop~~ book outline concentrates primarily on Dr. Graham's relationship to the Jewish people and to Israel. It reveals ~~in~~ stories and information never told before.

Since preparing the proposal, I have shown it to several knowledgeable friends. While they have been very positive about it, several suggested that I might want to consider using Dr. Graham's relationship to the Jewish people as a starting point for examining more broadly the relationship between the Evangelical and Jewish communities today.

I am prepared to do that if you think it makes sense after you have read the present manuscript. As you may know, I have co-edited and have written essays in two books published by Baker Book Company; namely, "Evangelicals and Jews in Conversation," and "Evangelicals and Jews in a Pluralistic Age." These are both somewhat technical collections of essays, dealing with the history, theology and sociology of Evangelicals and Jews.

In any case, I look forward to your early reaction to my proposal which should reach you shortly.

With warm good wishes, I am,

Sincerely yours,

RMHT
DIRD

cc: Ms. Charlotte Sheedy

enclsoe PJP-AJC clips (let me see first), NYPost on Vatican-Israel

Aug. 2, 1984

Ms. Charlotte Sheedy

Dear Charlotte,

Herewith are the six packets of articles
and newsclips you asked me to send you.

I hope this is what you need.

I leave this Saturday night for Latin America
and will return on Aug. 20. If you need
anything else, my secretary, Ms. Rita Reznik,
should be able to help out.

Hope everything goes well with you and Linda.

Call you when I get back.

Best!



DODD, MEAD & COMPANY

79 MADISON AVENUE

NEW YORK, N. Y. 10016

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F.V.I.

August 9, 1984

Dear Charlotte:

Thanks for sending BILLY GRAHAM, THE JEWS AND ISRAEL by Dr. Marc Tannenbaum. It's a curious concept but one that I don't think is viable for a book. Part of it seems motivated as a "thank you" from the AJC to Graham; part seems pure propaganda and self-congratulations from the AJC; finally, part of it seems Graham's attempt at polishing his image with the Jews. It's all of these and yet the sum is less than its parts. All in all, a very artificial premise.

Try me again. And soon. At least with this one you won't complain that you had to wait too long for an answer.

Cordially,

Jerry
Jerry Gross
Senior Editor

Doubleday

August 17, 1984

Ms. Charlotte Sheedy
Charlotte Sheedy Literary Agency
145 86th Street
New York, NY 10024

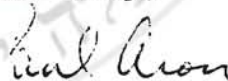
Dear Charlotte Sheedy:

Enclosed is Marc Tanenbaum's proposal for BILLY GRAHAM,
THE JEWS, AND ISRAEL, which Phil Pochoda passed on to me.

Rabbi Tanenbaum's reputation and connections are certainly impressive but I'm afraid we didn't think the book would be suitable for Anchor. The problem is he seems much more concerned with congratulating Graham than with using him as a serious starting point for a serious analysis of the relationship between Jews and evangelists. That's not to say Graham might not deserve to be congratulated; merely that congratulations alone don't make a very interesting book. (I've spoken with editors in our religious books division to see if they felt differently but they did not.)

I'm sorry this wasn't for us. Thank you very much for the chance to read it and good luck with it elsewhere.

Sincerely,



Paul Aron
Associate Editor
Anchor Press

enc.



Aug. 23, 1984

Dear Charlotte,

Thanks very much for sending me the letters from Dodd, Mead and Doubleday.

I find Jerry Gross' response somewhat flip and snide; nevertheless, his point about the appearance of "self-congratulation" is well-taken.

Paul Aron's comments are serious and more to the point. I want to take them to heart. I wrote my proposal based pretty much on the "guidebook" which you gave to Georgette.

As I read it, the writer advised as a primary point trying to catch the interest of the editor. That seemed to deemphasize writing something more analytical, more thoughtful.

I have co-edited two books of essays on Evangelicals and Jews that do just that. If Aron and his people would be interested, I'd be glad to rewrite the proposal as a more serious work, using Billy Graham as the most vivid illustration of the recent developments in changes in relationships between these two important groups.

In any case, I enclose correspondence with Word Books which long ago expressed interest in this book idea. But I now wonder whether the proposal should not be rewritten with Aron's comments in mind even for Word Books.

I'd appreciate your thoughts.

Cordially,

Times BOOKS

JONATHAN B. SEGAL
VICE PRESIDENT
EDITOR-IN-CHIEF

MI

August 29, 1984

Ms. Charlotte Sheedy
Charlotte Sheedy Literary Agency, Inc.
145 West 86 Street
New York, N.Y. 10024

Dear Charlotte:

I'm sure Dr. Tanenbaum knows whereof he speaks when it comes to Billy Graham and Israel. But to be honest, I really don't see the market for the book. A magazine piece, yes, a book, no--I can't see Christians or Jews buying it in sufficient numbers.

Sorry not to have had a more favorable response.

Boy, it's been a long time between chats. How about if my assistant calls to set up a lunch? I hope we can work out a convenient date soon.

Best wishes,

JBS/sct
enc.

130 Fifth Avenue New York, New York 10011

212 620-5900
Cable: Timebook
Telex: 238562 TIBO



A New York Times Company



F.Y.I.

September 5, 1984

Ms. Charlotte Sheedy
Charlotte Sheedy Literary Agency
145 West 86th St.
New York, N.Y. 10024

Dear Charlotte,

Just at the time when interest in religion
(and especially in Christians and Israel)
is so high, I find my colleagues interest is at
a new low.

Not that Marc Tanenbaum's book could ever be an
easy choice for this company but I am sad to say
we must decline.

I don't know what your plans for further submissions are, but
please call on me if I can be of assistance with the religious
publishers.

I'm sorry we can't get together on this one.

Sincerely,

Brad Miner
Senior Editor

BM/mg

Enc.

Jan. 23, 1985

Mr. Floyd W. Thatcher
Editor-in-Chief
Word Books
4800 West Waco Drive
Waco, Texas 76796

Dear Mr. Thatcher,

I was delighted to receive your thoughtful letter of Jan. 12th. I recall well my earlier correspondence with you, and am pleased to resume it.

As it happens, I have written a rather full-length book proposal on "Billy Graham, the Jews, and Israel." It is, I believe, the first systematic account of Dr. Graham's long and constructive relationship with the Jewish people and Israel.

Unfortunately, I leave on Jan. 29 for an overseas trip and won't be back until Feb. 15. May I suggest that you contact my literary agent, Ms. Charlotte Sheedy, when you are in New York on Feb. 5th and 6th. Her address is 145 E. 86 St., NYC; telephone 212-873-4768.

Charlotte now has the book proposal. If the proposal makes sense to you, I would want first to contact Dr. Graham to discuss it before I proceed.

I will contact you on my return in Mid-February.

With warm good wishes, I am,
Cordially yours,

45 East 89 St. (18F), New York, N.Y. 10128

January 12, 1985

Rabbi Marc H. Tanenbaum
The American Jewish Committee
105 East 56th. Street
New York, N. Y. 10022

Dear Rabbi Tanenbaum:

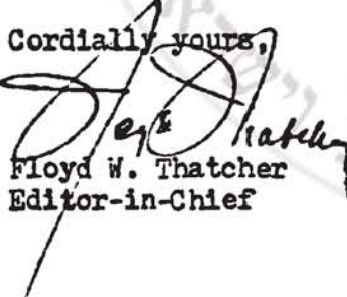
Ernest Owen, my successor at Word as Vice President and Editorial Director has handed me your letter of quite some time ago which was responding to him concerning a possible book project with Word.

Before going on, however, I should explain that two years ago I retired so as to have time for certain projects which interested me. However, in response to our president's request I am devoting a percentage of my time to specialized Word interests. I should add that you and I had some correspondence several years ago.

Now, with that behind, I would like to pursue this matter of a book project with you on an active basis.

I am in New York every month or so. Presently, I plan to be there for several hours on the afternoon of February 6th and the morning of February 7th. If you will be there at that time, I'd like to visit with you.

Cordially yours,


Floyd W. Thatcher
Editor-in-Chief

WORD BOOKS
PUBLISHER

a division of Word, Incorporated

4800 WEST WACO DRIVE
WACO, TEXAS 76798

817 • 772 • 7650

Jan. 23, 1985

Ms. Joyce Engelson
Editor-in-Chief
St. Martin's
175 Fifth Ave.
New York, N.Y. 10010

Dear Joyce,

My brother Erny, whom I loved very much, died last week. That has been devastating for me, and I am just beginning to recover from the shock.

In any case, I have written the few pages about the book that you asked for.

I hope this does it for you. If not, let me know, and I'll take another crack at it.

I leave Jan. 29 for Israel and then Italy. I will be back around Feb. 15. I'd love to talk with you about this before next Tuesday.

All the best!



Jan. 23, 1985

Ms. Charlotte Sheedy
145 West 86 St. (13A)
New York, N. Y.

Dear Charlotte,

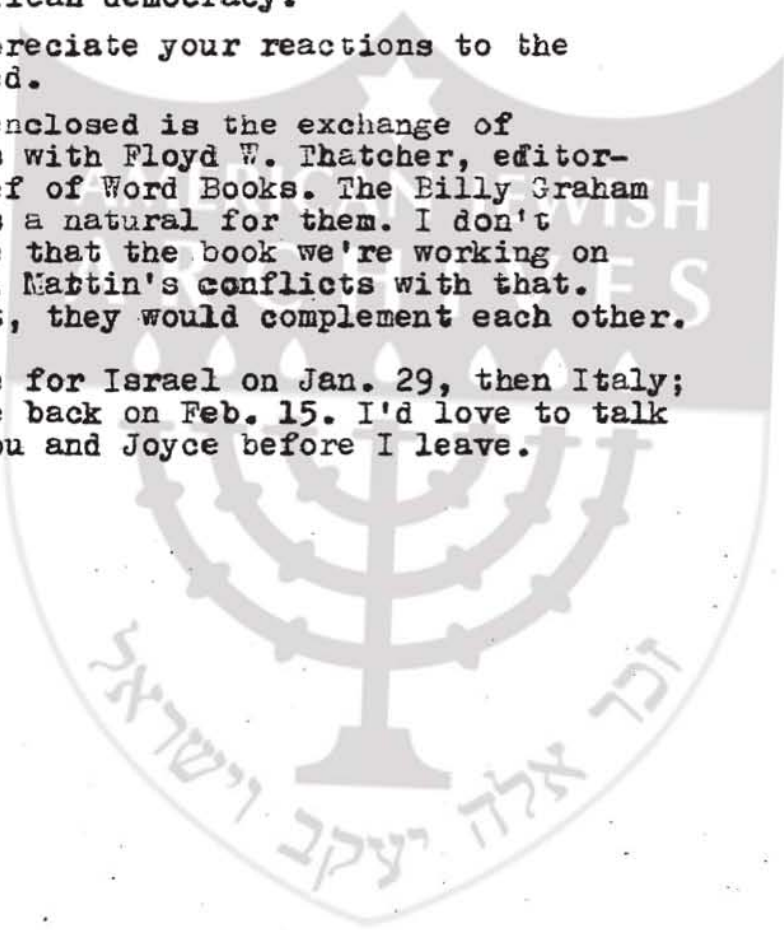
I've finally managed to write the few pages for Joyce on "the meaning" of the Fundamentalist right's assault on American democracy.

I'd appreciate your reactions to the enclosed.

Also, enclosed is the exchange of letters with Floyd W. Thatcher, editor-in-chief of Word Books. The Billy Graham book is a natural for them. I don't believe that the book we're working on for St. Martin's conflicts with that. In fact, they would complement each other.

I leave for Israel on Jan. 29, then Italy; will be back on Feb. 15. I'd love to talk with you and Joyce before I leave.

Best!



Set up
with
Charlotte

THE FREE PRESS

A DIVISION OF MACMILLAN, INC.

866 Third Avenue, New York, N.Y. 10022

(212) 702-5501

February 8, 1985

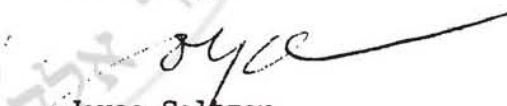
Ms. Charlotte Sheedy
Charlotte Sheedy Literary Agency, Inc.
145 West 86th Street
New York, NY 10024

Dear Charlotte,

I return herewith Marc Tannenbaum's materials. Erwin agreed that it was unclear whether the book would be substantial enough for our list. He also was not so taken with the subject itself nor persuaded that there was really an original perspective contained in the materials. As for Sullivan, we talked on the phone and he will be sending me (either directly or through you) his material for a biography of that woman. It sounds fascinating and his enthusiasm for the project excites me. As for the Mussolini manuscript, Cambridge University Press is very interested and Brian feels obligated to the editor there. He also felt it might be too monographic for me but if anything goes wrong with the Cambridge deal he'll call.

I look forward to meeting with you and Paula Hyman as soon as that can be arranged. Meanwhile, keep me in mind for other solid projects. I'll see you on the 15th.

Sincerely,


Joyce Seltzer
Senior Editor

JS:cw
Enclosure

February 18, 1985

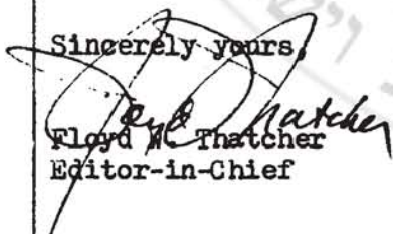
Ms. Charlotte Sheedy
145 West 86th Street
New York, N. Y. 10128

Dear Ms. Sheedy:

At various times over the years we have been in touch with Rabbi Tanenbaum concerning the possibility of doing a book. Since it had been my intention to be in New York recently, I wrote him about getting together. My scheduled time coincided with a trip for him, but he gave me your name and address and suggested I be in touch with you. My trip was cancelled due to illness, otherwise I would have called you.

We are very interested in Rabbi Tanenbaum and in the proposal he has with you. I would like very much the opportunity of seeing a copy of the proposal. We are interested in anything Rabbi Tanenbaum might do that fits our particular capabilities. but as Dr. Graham's publishers, we are, of course, especially interested in the subject matter of this project.

Sincerely yours,


Floyd W. Thatcher
Editor-in-Chief

WORD BOOKS

PUBLISHER

a division of Word Incorporated

4600 WEST WALK DRIVE
WACO, TEXAS 76796

617 • 772 • 7650

ST. MARTIN'S PRESS, Incorporated

175 FIFTH AVENUE, NEW YORK, N.Y., 10010

Telephone: (212) 674-5151

*En I
Give me a
call to discuss
further
Charlotte*

April 4, 1985

Charlotte Sheedy
Charlotte Sheedy Literary Agency
145 West 86th Street
New York, NY 10024

Dear Charlotte:

Thanks so much for your note of March 25. I'm thrilled that Marc Tanenbaum would like to publish with our imprint: you know how much I'd love to be his editor and how honored both Dick Marek and I would feel to have him on our list. But I do want to be sure that we all understand publishing itself in the same way, because I don't want there to be any unhappiness at the other end on either side (if "side" is quite the word!).

Of course, St. Martin's will distribute this book with the vigor for which its sales department is already well known. (Did you know, for instance, that in a survey of bookstores across the country, St. Martin's was selected as amongst the top three having the best sales reps!?) If Marc has knowledge of special outlets, we will be more than delighted to work through them since we have an excellent special sales department and are very active in this non-bookstore area, too.

Yes, of course, we will "provide a sufficient number of review copies" to his special lists in addition to our own review lists and our own already-garnered special Jewish-interest list. I assume, however, that we would agree in advance what this number would be, approximately: that is, not one thousand! And, in fact, we would welcome his list. Also, we would be fools if we didn't more than welcome the use of names of leading religious and political figures to send advance scripts or galleys or books to! Absolutely!

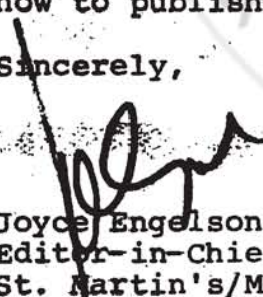
As to an advertising budget ahead of time: this makes no publishing sense, and as a professional publishing person, I don't want to use this as any kind of quid pro quo since I wouldn't do it under ordinary circumstances, anyway. That is, set up a budget before I have a book in the house and know the marketing department's plans for it. I believe that Marc reveals the solidity of my position when he calls these ads he wants assigned ahead "prestige ads." That's all it is. It doesn't necessarily help the book and it is very costly. For instance, good promotion both in print and in the other media with a dynamic speaker like Marc would be much more effective. As for the Christian and Jewish publications: providing them with ready-made or pre-fit pieces about the book would be better value than these ads.

It may well be that once the book is ready and in the process, we may decide—at the right marketing meeting when all the information is in—that we do want to do certain kinds of advertising. But that cannot be determined in advance.

Let me say that if Dick and I feel that "prestige" ads are going to help this book, we will certainly do all in our power to be persuasive on that score. But it is premature in my judgment to talk about marketing a book that is not even written yet.

Please convey all these sensible publishing truths to Marc, and do tell him the enthusiasm with which Dick and I know how to publish.

Sincerely,



Joyce Engelson
Editor-in-Chief
St. Martin's/Marek

JE:jhp