



THE JACOB RADER MARCUS CENTER OF THE AMERICAN JEWISH ARCHIVES

Preserving American Jewish History

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

Series C: Interreligious Activities. 1952-1992

Box 22, Folder 4, Graham, Billy - film, "Hisland", 1971-1972.

I WALKED IN HIS

It was a beautiful but hot summer afternoon in the little village of Eijn Karem, Israel. Cliff Richard, popular young actor and recording artist, and I were walking along a rocky pathway on a country hillside. The view was breathtaking as we looked across the valley to the mountain ranges beyond. This was the setting for the opening scene in the film, *His Land*.

"You know, my biggest impression of Israel—it's that, well, God really has a long memory," Cliff turned to me and said. "He just doesn't forget. Whatever He promises in the Bible, no matter when, either it has happened, is happening right now, or you can be sure it will happen."

The words were part of the script, but Cliff really believed them, and used them to express a far greater feeling and purpose for our being there than the mere words themselves.

Only a few nights before, our plane had touched down in Tel Aviv, and in the silvery moonlight, my wife, Billie, and I rode to Jerusalem with our daughter, Bonnie, and the Executive Producer of the film, Frank Jacobson. Within a short time, Billie and I stood in the room at our hotel on the Mount of Olives, overlooking Jerusalem. I shall never forget the impressions that flooded my mind and heart. Was it presumptuous to think that World Wide Pictures could actually portray to the world something of the heart throb and cry of the city, something of God's love for this city and His eternal plan for it? I could not get away from David's words in the 87th Psalm when he said, "High on His holy mountain stands Jerusalem, the City of God, the city He loves more than any other. O City of God, what wondrous tales are told of you."

The main purpose of the film was not to present a travelogue of Israel, but to present the biblical background for God's dealing with the nation of Israel and to point out the prophecies that have been fulfilled since the United Nations decree on November 29, 1947. This act in itself is probably the greatest biblical event of the 20th century. Absolutely fantastic things have taken place in Israel since then in actual fulfillment of Old Testament prophecies.

We had a great deal of discussion when Jim Collier, writer and director of the film, presented the working title, and a decision was finally



Christian Life
Wheaton, Ill.
M. 100,000

JAN 1971

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LAND

The fascinating land of Israel has a magnetic quality that cannot be explained. It must be felt, claims the lead in the Billy Graham Evangelistic Association film, *His Land*.
BY CLIFF BARROWS



reached to call it *His Land*. Other titles had been suggested, but in an amazing way, through the narrative and the original music by Ralph Carmichael, *His Land* was confirmed as the right one. And as Cliff Richard and I, along with the camera crews and entire film units, walked through the land for the filming, there was no doubt that this was certainly *His Land*, and He had a plan and a purpose in our being there at this time, and that Israel, His timepiece, was moving right on schedule.

To film this, of course, involved several crews made up of nationals from different countries in Europe, the Middle East, and America. One of the most amazing things to me, and I believe to all of us, was the way God miraculously, not only brought these crews together, but kept them together and developed a real rapport between them. We had a crew from England, a crew from America, one from Germany, an Arab crew, and an Israeli crew. And when you think of the significance of the background of the nationalities involved, and their direct or indirect relationship to each other, it was nothing short of a miracle that it was even attempted in the first place. In fact, we were told in no uncertain terms by some people in Israel that it would be impossible for an Israeli crew and an Arab crew to work together, and that when you brought the Germans in with them, the situation would become even more volatile.

Ten years before when Billy Graham visited Jerusalem we had met several wonderful Arabs, so we were eager to have part of that same crew involved in this film. At any rate, over protest, Jim insisted that we proceed as planned, and thus we embarked on this great adventure together.

My daughter, Bonnie, along with Bunny Graham were part of the daytime catering crew for some 35 hungry men with all of their varied backgrounds and tastes as far as diet is concerned. Their task was to buy the food early in the morning at the market in Jerusalem, plan the menus, and then prepare the food on the way to the loca-

As Cliff Richard and I, along with the camera crews and entire film units, walked through the land for the filming, there was no doubt that this was *His Land*.

tion site for the shooting that day. Sometimes that would be down in the Negev, in the desert, other times over by the Sea of Galilee. In all kinds of situations and under all sorts of conditions, these girls were given responsibilities that would tax their ingenuity and culinary skills to the limit. Cooking skills were developed on the spot for the occasion, but happily, everyone responded with appreciation.

They used a Volkswagen camper as a sort of "chuck wagon" for the entire unit. Perhaps the greatest problem was the driver who seemed to forget about his passengers in the back preparing salads, etc. On one occasion, when rounding a corner too fast, the main dish for the day was spilled all over the camper floor!

The land of Israel is fascinating, and has a magnetic quality that cannot be explained. It must be felt. I experienced this the day we arrived. This land, blessed and favored above every other spot on earth, is not only the geographical center of the world physically, but the spiritual center of the universe because it was to this piece of real estate that the Lord Jesus Christ came 2,000 years ago. It was here that the angels sang, "Glory to God in the highest, and on earth, peace good will toward men."

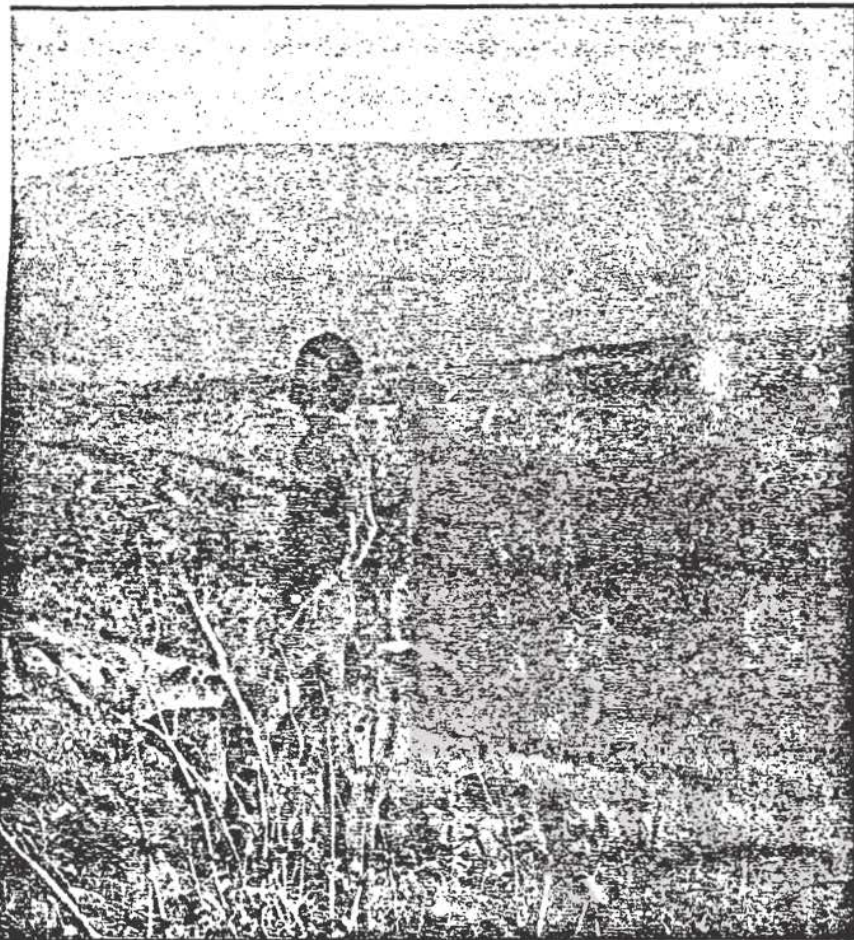
Bonnie expressed it for me when she said, "Daddy, it just seems like I'm home, and I could honestly stay here the rest of my life."

There is only one area of the film that has come under criticism. Missionaries who have devoted a lifetime of ministry to the Arab nations have interpreted the film as being pro-Israeli, and it would be difficult to refute this argument satisfactorily, looking at it from their standpoint. However, when we have had an opportunity to sit down with our Christian Arab friends or missionaries who have devoted a lifetime to the Arab countries and discuss frankly our purpose in the film in presenting prophecies that have literally been fulfilled before our eyes leading up to the promise of the return of Christ, the Messiah, many have understood it in a different light.

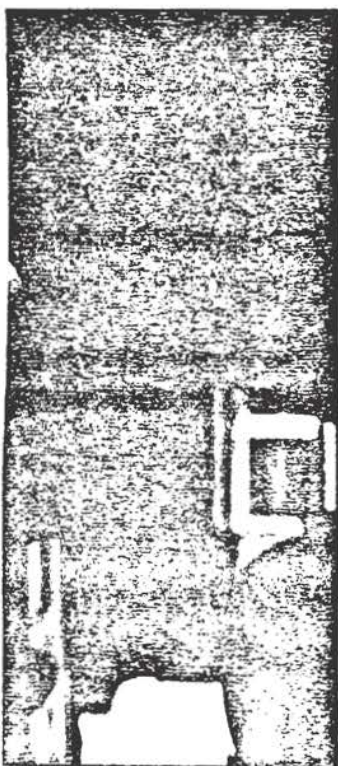
At a future point, we know that God does have a plan for the Arab nations as well as for Israel, and in that day, Israel will be the third with Egypt and Assyria, a blessing in the midst of the earth. This is the promise of the prophet Isaiah in the 19th chapter, the 24th verse. It's perhaps easy to miss a prophecy like this, but it is just as important.

One of the most meaningful things to me was to see how the Hebrew language is being learned by the older generation that had come from other countries. It is actually being taught to them by the young people! All over Israel we saw the Hebrew language on signs, posters, etc. along with





One afternoon we visited the traditional site of the Sermon on the Mount. With the blue Sea of Galilee in the far distance, we could picture the multitudes sitting and listening to the Master.



Sometimes our shooting for the day would take us down to the Negev (the desert); sometimes it would take us to caves.

the English. Of course, this is the fulfillment of the prophecy in Zephaniah 3:9, where God says, "At that time I will change the speech of My returning people to pure Hebrew, so that all can worship the Lord together." To my knowledge, this is the only time in history where the children have taught the native tongue to their parents and an ancient tongue has been revived centuries after it had been forgotten. Less than 100 years ago, not one person in the world spoke biblical Hebrew as a first language, but now you can walk down practically any street in Jerusalem or Tel Aviv and find it being used fluently.

I was born and reared in a rural farming community in the San Joaquin Valley of California, and immediately the great similarities of my native state with that of parts of Israel was brought to my attention, even to the eucalyptus trees lining the roadways going into Tel Aviv. I really felt that I was home in more ways than one, and to one who was born close to the soil, the miraculous progress that has been made in this area through the use of modern farm equipment and technology combined with irrigation is absolutely fantastic. To see the desert literally "blossoming like a rose," and to realize that here again is a fulfillment of one of Isaiah's prophecies, makes you stand in awe. How many times the song "How Great Thou Art" surged through my mind and heart as Cliff and I shared these experiences.

And perhaps the most meaningful in this connection was the visit we paid one afternoon to an area outside of Capernaum, the traditional site of the Sermon on the Mount. With the blue Sea of Galilee in the far distance, and the sun setting over the hills to the west, we could picture the multitudes sitting and listening to the Master as He spoke. It was here that Cliff sang the new setting which Ralph Carmichael has given the "23rd Psalm." The text for the Psalm was taken from Ken Taylor's paraphrase, and no words could have been more appropriate. As we strolled over the hillside, I could somehow sense in a new way the nearness of our Lord and the fulfillment of His promise when He said, "Blessed are they which do hunger and thirst after righteousness for they shall be filled."

Our camera crew from World Wide Pictures in Burbank were committed heart and soul to the project, not only because of the technical challenge it presented, but because each one shared the spiritual impact and significance of the land we were visiting. This was not true, however, with the other crews involved. At first there was a great deal of skepticism on the part of many, though they performed their duties as good technicians, but it was wonderful to see their reactions (Continued on page 34)

I Walked in His Land

Continued from page 25

change during our stay. The attitude of total disbelief was changed to one of genuine interest and one which provided an opportunity to share the personal relationship with the living Christ in a most intimate way.

To participate in the filming of *His Land* with Cliff Richard was a personal delight and privilege for which I shall always be grateful. There are few men in the entertainment field, whom I have met, that have such a vital personal relationship with Christ. Wherever we went, and a crowd gathered, he would be recognized because many of his records are known and played throughout Israel as in other parts of the world. Yet, the genuineness of his witness for Christ and a real interest in people was a tremendous challenge to me.

We had hoped that the film would provoke a real interest in Bible study with people of all walks of life and in many parts of the world. We believe it has done this. It has encouraged people to study prophecy, and I believe there is a renewed interest in this area, not only on the part of Christian believers in Bible study groups, but on the part of students and others who aren't Christian, but are very much interested in things to come. We are finding this evidenced a great deal on college and university campuses. Whenever you talk about prophecy or announce that it's going to be discussed, you can always be assured of a crowd. This, again, is another sign that we are approaching the time of His coming, and this ought to cause us to rejoice and to look up, but also to look into His Word to study it, to hide it in our hearts, and to be prepared for His coming.

Another hoped-for by-product of the film was an opportunity to tell the Jewish community across America and in other parts of the world how much they mean to us Christians, and how grateful we are for the heritage they have given us, and how important they are in the development and fulfillment of our Christian faith. Over and over again, while making the film in Israel, our Israeli friends told us that there was a feeling of warmth and love and understanding in what we said and how each scene was approached. This, of course, is a tribute to our director, Jim Collier, and to the burden and concern of Billy Graham and others in whose heart and mind the film was conceived. But above this, it was evidence of the Holy Spirit of God at work. Jesus Christ Himself established this point of communication with them, and for this I will always be grateful.

Since the film has been completed, response from the Jewish community has been even more overwhelming. Rabbi Marc H. Tannenbaum, National Director of the Inter-Religious Affairs Department of the American Jewish Committee in New York, has stated that *His Land* is "perhaps the most beautiful, sympathetic portrayal

of the people of Israel restored to their ancestral land that has been made by any Christian since the creation of the Jewish State."

Perhaps the most meaningful experience to us as participants in the film came the closing night of our work in Israel. We were staying in a hotel near the Sea of Galilee, and Frank Jacobson arranged for all of the crews to get together for a final dinner. After a delicious meal, opportunity was given for representatives from each of the film crews to express their feelings relative to their work on this project. I couldn't keep the tears back as I saw a Sabra (a person born in Israel) stand to his feet and tell about his misgivings when he discovered an Israeli crew would be working side by side with an Arab crew. It could not be done, but somehow it had, and he told, with real emotion, how he had come to know and understand and appreciate his Arab brother in a dimension he never dreamed possible. He went on to say that though he was not a Christian, he thought it most significant that a Christian film organization could come to Israel and bring peoples of varying nations together in a spirit of love and harmony to produce such a film.

"This certainly has a message to speak to us all," he concluded.

When he sat down, an Arab man stood and expressed virtually the same feelings, then walked around the table and embraced his Israeli brother, and they wept together.

Then, on behalf of Mr. Graham, I expressed our appreciation for the participation of each one, and shared with them something of our hope for the film and its message. I also told them what the Lord Jesus Christ meant to me, but even in a more significant way to them, and that it was Christ Himself and His Spirit that had made our working together possible.

Several months later I returned to Jerusalem with Jim Collier and Frank Jacobson to show *His Land* not only to Mrs. Golda Maier and a few invited guests, but to another host of outstanding personages, government and civic leaders, entertainers, actors and actresses, and members of the news media, along with most of the crew who had worked so hard on the film.

At the close of the showing, the Mayor of Jerusalem, Teddy Kolleck, presented me, as representative of the team, an autographed copy of his beautiful and authentic work on Jerusalem. In it, he inscribed, "To Cliff Barrows, to remind you of the city which you love and filmed so beautifully."

We are living at the most strategic and challenging hour in the history of our world, and as we view with amazement what God is doing in Israel today, we can't help but express with David of old, "Lord, You have poured out amazing blessings on this land, and we pray for the peace of Jerusalem and for all who love this city to prosper."

Her fu
January 5, 1972

Mr. Kenneth Bliss
Director of Distribution
World Wide Pictures
1313 Hennepin Avenue
Minneapolis, Minn. 55403

Dear Ken:

Thank you for your warm letter of December 22nd. It was certainly good to hear from you and I hope I can be of some help regarding the situation in England. I would suggest that you write to Dr. W. W. Simpson, Council of Christians and Jews, 41 Cadogan Gardens, London, S. W. 3, England. Dr. Simpson who is a Methodist Minister, is in excellent relations with the British Jewish Community and could be instrumental in persuading persons in the Jewish community to make use of the film. I will write to Bill Simpson today alerting him to the fact that a letter will be coming from you in the near future. I would send Simpson the New York Times articles, the George Cornell column and any other U.S. newspaper items which describe the warm reception the film has received in the Jewish community. In addition I will try to check out with some of the people here the possibility of going directly to contacts in the Jewish community in London. I should certainly let you know if anything works out along these lines.

Mr. Kenneth Bliss
Page -2-
January 5, 1972

I am very sorry to be tardy in responding to you but I only returned Monday from 2 weeks away from the office. I certainly hope that we will be able to see more of each other in the coming year. You know the great affection we have for you and your marvelous colleagues and I hope that we may be mutually supportive during the coming months. For now please be assured of the best for a most healthy and fruitful 1972.
Warmest regards,

Cordially,

Gerald S. Strober
Consultant
Interreligious Affairs

GSS:em





World Wide Pictures

EXCLUSIVE DISTRIBUTORS BILLY GRAHAM FILMS

December 22, 1971

Mr. Gerald Strober
American Jewish Committee
165 East 56th Street
New York City, NY 10022

Dear Gerald:

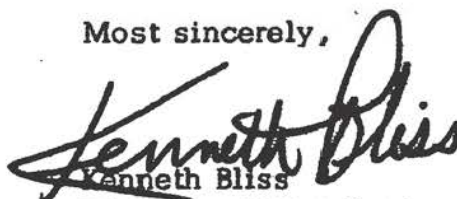
An associate of mine, Maurice Rowlandson from London, England writes:

"We have been unable to break through the British (Jewish) groups in this country and it would be wonderful to have the opportunity of making the film available to them. Is there any help that you can give along these lines?"

Gerald, I don't know if there is any assistance we can give them. We have sent him The New York Times article. I am just curious to learn if you might have any idea as to how we could encourage the use of HIS LAND in Great Britain. Any ideas you might have would be greatly appreciated.

Gerald, our warmest and best regards to you in this special season. We trust that 1972 will give us the opportunity to spend more time together. Again, our warmest regards.

Most sincerely,


Kenneth Bliss
Director of Distribution

KB:brs

H. S. Land

January 5, 1972

Dr. William W. Simpson
Council of Christians and Jews
41 Cadogan Gardens
London, S. W. 3
England

Dear Bill:

I hope the new year finds you well. All is quite hectic here but then that is really a normal situation.

I received a letter the other day from a warm friend, Mr. Kenneth Bliss, the Director of Distribution for World Wide Pictures, the film making subsidiary of the Billy Graham organization. World Wide Pictures is the company which produced the marvelous color film "His Land" in Israel. The film has had enormous success in the United States and Canada, and in our opinion has made an important contribution to Christian understanding of contemporary Israel. We do not, of course, subscribe to the christological elements of the film, but we have found that this is one of the most important ^{film} in introducing Israel to Christians that we have yet come across.

Mr. Bliss informed me that he is having some difficulty in introducing the film to the British Jewish community and I suggested that he write to you concerning these difficulties. I would very much appreciate any comments or reactions you might have to this problem and I have enclosed with this letter some background material on

Dr. William W. Simpson

Page -2-

January 5, 1972

our use of the film as well as a study guide which I prepared for use with the film.

Please be assured of my best wishes for a most healthy and fruitful New Year. I certainly hope that by some kind twist of fate we will be able to meet personally again during the course of 1972.

Warmest regards,

Cordially,

Gerald S. Strober
Consultant
Interreligious Affairs

GSS:em

Encls:



January 5, 1972

Rabbi Michael A. Oppenheimer
Tree of Life Congregation
2701 Heyward Street
P.O. Box 5632
Columbia, S. C. 29205

Dear Rabbi Oppenheimer:

Regarding your question concerning the rental of the film "His Land" I would suggest that you write direct to Mr. Kenneth Bliss, Director of Distribution, World Wide Pictures, 1313 Hennepin Avenue, Minneapolis, Minn. 55403.

My understanding is that the rental fee for the 54 minute version of the film is \$50.00. Mr. Bliss will have the latest information on this. I have enclosed a copy of the study guide with this letter.

Cordially,

Gerald S. Strober
Consultant
Interreligious Affairs

GSS:em
Encl:



THE AMERICAN JEWISH COMMITTEE

Institute of Human Relations • 165 East 56 Street, New York, N. Y. 10022 • PLaza 1-4000 • Cable Wishcom, New York

January 5, 1972

Mrs. Janet Johnson
Film Librarian
World Wide Pictures
1313 Hennepin Avenue
Minneapolis, Minnesota 55403

Dear Mrs. Johnson:

I believe you will be interested in the enclosed, which we received this morning. As soon as we have the print, we will forward it on to you.

Sincerely yours,

(Miss) Myra Needleman
Secretary to Mr. Yarmon

/MN
Enclosure

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THE AMERICAN JEWISH COMMITTEE

date January 4, 1971

to Rabbi Marc H. Tanenbaum

from Isaiah Terman

subject HIS LAND and the Anti-Defamation League

You asked that I try to obtain a copy of the ADL memo mentioned in Sam Scheiner's letter of December 15 to you, which Sam had neglected to send you.

Copy is attached.

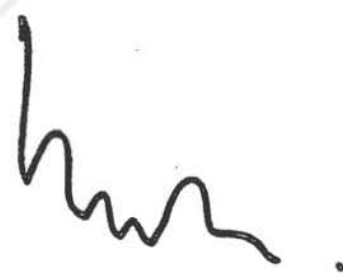
What do you think? Do you need to prepare a rebuttal for use by our field staff and others who may make inquiry?

Please let me know.

IT/rb

P.S. It seems to me that we surely ought to send copies of the ADL memo to our area offices, to advise them of possible resistance from ADL regional offices when they attempt to program HIS LAND in the communities. In that case we surely should send ~~for~~ rebuttal material don't you think?

Encl.



ANTI-DEFAMATION LEAGUE

OF B'NAI B'RITH

315 Lexington Avenue
New York, N.Y. 10016

MEMORANDUM

To: ADL Regional Offices

From: Rabbi Solomon S. Bernards, Dr. Joseph L. Lichten, Judith L. Muffs

Date: November 2, 1970

Subject: The Film, "His Land" - Recently Produced by the Billy Graham Organization, World Wide Pictures

The above film has been the subject of an article in the New York Times on June 1 and in a memorandum which has been distributed to Jewish community relations offices throughout the country. Recently, a discussion guide for the films has been distributed by a Jewish agency urging its widespread use.

The purpose of this memorandum is to give you the background and the nature of this film, and our judgment as to its usefulness in our programming concerns.

Background:

The film is a production of Billy Graham and his associates, who are in the conservative, evangelical spectrum of American Protestantism. Evangelical churchmen, clergy and laity, are to be found in virtually all of the Protestant denominations in this country to a greater or lesser degree, but they are particularly associated with churches of the Baptist tradition, and the Churches of Christ (not to be confused with the United Church of Christ, the name for Congregational-Reformed churches).

Please note that in the Christian viewpoint, both the Hebrew Bible and the New Testament are one book, "The Bible."

The Story Presented in the Film:

The film has two versions -- a 54-minute version, which omits a 10-minute segment in which Billy Graham calls on viewers to make "decisions for Christ" -- and the full 64-minute film, shown to church audiences.

The film is excellently produced, beautifully photographed, and is a delight to the eye as well as to the ear. There are beautiful, touching scenes of present-day life in Israel, the people, the landscape, the agricultural settlements, the stretches of forest land, and the vast areas of desert in the Negev.

The first part of the film tells the story of the return of the Jewish people to their homeland, viewed as the fulfillment of the promises of the Hebrew prophets that "the children shall return to their borders." The foretelling by the Hebrew prophets Isaiah, Jeremiah, Zachariah and Ezekiel (in his famous 37th Chapter, the Vision of the valley of the dry bones) all of which proclaim that God will return His people to Zion, that those without hope will be infused with a new spirit and they shall return to the land and from the four corners of the earth, and that God

will gather them and bring them to His Holy Mountain and to His Holy Land.

We see before us the "great host" (Ezekiel 37) of the people of Israel. And we see the land being built in the early days, the reclamation of the swamps, the reforestation projects, the people arriving from the DP camps after the holocaust of World War II, and we see the vitality, the dynamic vigor of Tel Aviv and of Haifa. With special loving tenderness is the city of Jerusalem treated visually -- the old city, the Western Wall (and a scene at the Wall after the reunification of Jerusalem three years ago during the Six Day War) the Dome of the Rock, etc. During the course of this presentation the theme song, "His Land" is sung by one of the Billy Graham soloists, Cliff Barrows and choir, which, of course, without any specific reference, refers to the land of Jesus. It is "His Land."

Then, halfway through the film, there is a very important shift. The emphasis running through the latter part of the film is simply this: if these earlier prophecies of the Bible are being realized with the resettlement of the Jewish people in "His Land," so can we confidently expect that the "later prophecies" concerning the second coming of Jesus will also be fulfilled. Can anyone doubt, so the film implies, that the predictions of the Hebrew prophets concerning the birth of Israel's Messiah and Redeemer, Jesus of Nazareth, and his own prediction about the destruction of the temple (which took place 40 years after his death) and his second coming, would also come true? This is the transition to Christology which dominates the rest of the film. It is the Christology which holds, as the New Testament writings put it, that the prophets of Israel foresaw the coming of the Messiah in the person of Jesus of Nazareth, as these quotations are cited in the gospel writings. The vehement denunciation by Jesus of the Pharisees and others of his own people who rejected him, for their duplicity, corruption, lack of faith in him and in God, which would be punished by the destruction of the second temple, is all a part of the Christological basis of the film.

Programmatic Use of The Film:

It seems clear to us that no Jewish group ought, in good conscience, to be identified with the promotion of a film which projects a Christological outlook. However favorable an impression it may convey of the Jewish people in Israel, or of the profound religious linkage which the land of Israel has in the life of the Jewish people as mirrored in almost every segment of the Hebrew Scriptures, Christology is too high a price to pay. The Jewish people made this decision 2,000 years ago.

Let us not be misunderstood. In terms of the Christology of evangelical churchmen in this country, evangelicals have a perfect right to understand the land of Israel according to their own rights, and exhibit their understanding of the meaning of the land of Israel in terms of the fulfillment of Hebrew prophecy, a position which is very much in accord with the view of the Jewish tradition, and to see the return of the Jews to Israel as the fulfillment of prophecy, and to rejoice in the return of the Jewish people to Zion. Christian churches, evangelically-minded or otherwise, who are interested in seeing the film, should indeed see it, discuss it, and be uplifted by it.

As Jews, however, because of the film's Christology, we should not be involved in its promotion or distribution.

Furthermore, we do not feel that in terms of ADL programming -- and these are the concerns to which we address ourselves -- the film is an appropriate vehicle for Jewish-Christian institutes, seminars, dialogues or colloquia -- Protestant or Catholic. If you have any further questions concerning this matter, feel free to communicate with us.

SSB:ef



1- Gary Smith
2-

January 5, 1971

Gary Newmark

Samuel Katz

Phoenix and "His Land"

There are two reasons why this note is coming at such a late date: first, your December 8th memo has a "date received" stamp on it here of December 24th; second, I was on vacation and just got back to my desk on January 4th.

It seems clear that the Phoenix showing of the Billie Graham film scored a ten-strike. Congratulations! This kind of an event doesn't happen--it is made to happen and you did the job.

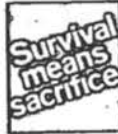
I hope that you and Neil have had an opportunity of discussing how, if at all, this particular coup can be used to help re-activate the interest of Newt Rozensweig. This is the kind of event I believe he may be responsive to.

I shall be interested in learning how you made out with Tucson. From earlier correspondence you shared with me it seems that Jackie isn't overly eager to exercise any direct leadership. I have no doubt that if you have "turned-on" lay leaders of Phoenix get directly in touch with Jackie, and urge that replication of this event by AJC in Tucson, the outcome will be productive.

Regards.

SK:lp

cc: N. Sandberg
W. Katz
Rabbi Marc Tanenbaum ✓
Rabbi James Rudin
I. Terman



United Jewish Appeal

ON BEHALF OF UNITED ISRAEL APPEAL, JOINT DISTRIBUTION COMMITTEE, NEW YORK ASSOCIATION FOR NEW AMERICANS.

1290 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10019
PLAZA 7-1500, CABLE ADDRESS: UJAPPEAL, NEW YORK

January 6, 1971

Rabbi Marc H. Tannenbaum
Inter-Religious Affairs Dept.
American Jewish Committee
165 East 56th Street
New York, N.Y. 10022

Dear Marc:

I am sure you are familiar with the attached.
Would you drop me a note or call me with your
comments.

Best wishes.

Cordially,


Irving Bernstein

IB:afk

Encl.

ANTI-DEFAMATION LEAGUE

OF B'NAI B'RITH

315 Lexington Avenue
New York, N.Y. 10016

MEMORANDUM

To: ADL Regional Offices

From: Rabbi Solomon S. Bernards, Dr. Joseph L. Lichten, Judith L. Muffs

Date: November 2, 1970

Subject: The Film, "His Land" - Recently Produced by the Billy Graham Organization, World Wide Pictures

The above film has been the subject of an article in the New York Times on June 1 and in a memorandum which has been distributed to Jewish community relations offices throughout the country. Recently, a discussion guide for the films has been distributed by a Jewish agency urging its widespread use.

The purpose of this memorandum is to give you the background and the nature of this film, and our judgment as to its usefulness in our programming concerns.

Background:

The film is a production of Billy Graham and his associates, who are in the conservative, evangelical spectrum of American Protestantism. Evangelical churchmen, clergy and laity, are to be found in virtually all of the Protestant denominations in this country to a greater or lesser degree, but they are particularly associated with churches of the Baptist tradition, and the Churches of Christ (not to be confused with the United Church of Christ, the name for Congregational-Reformed churches).

Please note that in the Christian viewpoint, both the Hebrew Bible and the New Testament are one book, "The Bible."

The Story Presented in the Film:

The film has two versions -- a 54-minute version, which omits a 10-minute segment in which Billy Graham calls on viewers to make "decisions for Christ" -- and the full 64-minute film, shown to church audiences.

The film is excellently produced, beautifully photographed, and is a delight to the eye as well as to the ear. There are beautiful, touching scenes of present-day life in Israel, the people, the landscape, the agricultural settlements, the stretches of forest land, and the vast areas of desert in the Negev.

The first part of the film tells the story of the return of the Jewish people to their homeland, viewed as the fulfillment of the promises of the Hebrew prophets that "the children shall return to their borders." The foretelling by the Hebrew prophets Isaiah, Jeremiah, Zachariah and Ezekiel (in his famous 37th Chapter, the Vision of the valley of the dry bones) all of which proclaim that God will return His people to Zion, that those without hope will be infused with a new spirit and they shall return to the land and from the four corners of the earth, and that God

will gather them and bring them to His Holy Mountain and to His Holy Land.

We see before us the "great host" (Ezekiel 37) of the people of Israel. And we see the land being built in the early days, the reclamation of the swamps, the reforestation projects, the people arriving from the DP camps after the holocaust of World War II, and we see the vitality, the dynamic vigor of Tel Aviv and of Haifa. With special loving tenderness is the city of Jerusalem treated visually -- the old city, the Western Wall (and a scene at the Wall after the reunification of Jerusalem three years ago during the Six Day War) the Dome of the Rock, etc. During the course of this presentation the theme song, "His Land" is sung by one of the Billy Graham soloists, Cliff Barrows and choir, which, of course, without any specific reference, refers to the land of Jesus. It is "His Land."

Then, halfway through the film, there is a very important shift. The emphasis running through the latter part of the film is simply this: if these earlier prophecies of the Bible are being realized with the resettlement of the Jewish people in "His Land," so can we confidently expect that the "later prophecies" concerning the second coming of Jesus will also be fulfilled. Can anyone doubt, so the film implies, that the predictions of the Hebrew prophets concerning the birth of Israel's Messiah and Redeemer, Jesus of Nazareth, and his own prediction about the destruction of the temple (which took place 40 years after his death) and his second coming, would also come true? This is the transition to Christology which dominates the rest of the film. It is the Christology which holds, as the New Testament writings put it, that the prophets of Israel foresaw the coming of the Messiah in the person of Jesus of Nazareth, as these quotations are cited in the gospel writings. The vehement denunciation by Jesus of the Pharisees and others of his own people who rejected him, for their duplicity, corruption, lack of faith in him and in God, which would be punished by the destruction of the second temple, is all a part of the Christological basis of the film.

Programmatic Use of The Film:

It seems clear to us that no Jewish group ought, in good conscience, to be identified with the promotion of a film which projects a Christological outlook. However favorable an impression it may convey of the Jewish people in Israel, or of the profound religious linkage which the land of Israel has in the life of the Jewish people as mirrored in almost every segment of the Hebrew Scriptures, Christology is too high a price to pay. The Jewish people made this decision 2,000 years ago.

Let us not be misunderstood. In terms of the Christology of evangelical churchmen in this country, evangelicals have a perfect right to understand the land of Israel according to their own rights, and exhibit their understanding of the meaning of the land of Israel in terms of the fulfillment of Hebrew prophecy, a position which is very much in accord with the view of the Jewish tradition, and to see the return of the Jews to Israel as the fulfillment of prophecy, and to rejoice in the return of the Jewish people to Zion. Christian churches, evangelically-minded or otherwise, who are interested in seeing the film, should indeed see it, discuss it, and be uplifted by it.

As Jews, however, because of the film's Christology, we should not be involved in its promotion or distribution.

Furthermore, we do not feel that in terms of ADL programming -- and these are the concerns to which we address ourselves -- the film is an appropriate vehicle for Jewish-Christian institutes, seminars, dialogues or colloquia -- Protestant or Catholic. If you have any further questions concerning this matter, feel free to communicate with us.

SSB:ef



Genny Stark

✓ His Land

11 January 1971

Mr. David M. Barr, Director
International Distribution and Development
World Wide Pictures
1313 Hennepin Avenue
Minneapolis, Minn.
U.S.A. 55403

Dear Mr. Barr;

I was happy to receive your recent note informing me that you will be in Israel soon. It goes without saying that I will be glad to meet with you.

Since you are arriving on a Sunday, I thought it would be best for you if we meet on Monday, March 8th at 9 A.M. If this is not altogether convenient we can change it.

Meanwhile I am enclosing a copy of an ad publicizing the availability of "His Land" that appeared in the December 24th, Special Christmas Magazine Section of the Jerusalem Post.

Other matters can wait until I have the pleasure of talking to you face to face. With best wishes to all our mutual friends.

Sincerely yours,

Dr. M. Bernard Resnikoff
Director
Israel Office

MBR:sr

bcc: George Gruen
Mort Yarmon
Marc Tanenbaum

Sp. Lend

January 13, 1971

Dr. Bill Brown
President
World Wide Pictures, Inc.
2520 W. Olive
Burbank, California

Dear Bill:

I was very happy to have the opportunity to talk to you and Frank concerning HIS LAND and its potential for television screening. I indeed intend to write to Billy today or tomorrow suggesting that the film be shown on national television.

With regard to your suggestion, Mr. Neil Sandberg, my colleague in Los Angeles, informed me that it might be more productive to bring together a group of motion picture executives that they are in close contact with. Mr. Sandberg, who is Western Regional Director of AJC can be of great help in putting this kind of audience together. I have asked Neil to get in touch with you and I hope that you will be hearing from him within a week or so.

I hope you will be assured of my best wishes as you assume your strategic post as head of World Wide Pictures. My colleagues and I have been most impressed by the quality of your productions and I am personally thankful for the intense impact these films are making upon the American public.

Warm regards,

Cordially,

Gerald Strober

GS:as

BC: N. Sandberg

H. L.

January 13, 1971

Mr. Frank Jacobson
World Wide Pictures, Inc.
2520 W. Olive
Burbank, California

Dear Frank:

I very much enjoyed visiting with you last week and having the opportunity to see the marvelous facilities you have at World Wide Pictures. I was greatly impressed with your physical operation although the high quality of your films would make anyone realize that this must be the case, even if he is not able to have a first-hand tour of your offices.

I enjoyed seeing the excellent footage on the Rose Bowl parade and game and your cameraman certainly caught some excellent scenes of Billy as he led the parade. I found the day to be a most memorable experience and symbolic of the contribution the Graham organization has made to the American scene.

I will be most interested in any communication you may have to the sequel to the Billy Graham film.

I know we will be very happy to receive a 16mm sprint of the film HIS LAND when you have one available for us. Again my I thank you for the opportunity for a first-hand view of your production studio. When you are next in New York, please let us know so that we might have lunch and some conversation.

Cordially,

Gerald S. Frober, Consultant in
Religious Curricula

GS:as

BC: R. Hoffman

F His Land

14 January 1972

Mr. David M. Barr
International Distribution & Development
World Wide Pictures
1313 Hennepin Avenue
Minneapolis, Minn.
U.S.A. 55403

Dear Mr. Barr:

Foremost, I hope this letter finds you well.

I heard from our New York Office that you were having some difficulty in trying to retrieve a print of "His Land" which was lent to Keren Hayesod. I checked this out to learn that they did in fact mail it back and I am ready to assume that it will be arriving in due course.

Since I wrote you last concerning usage of the film, which was left in our custody, you will not be surprised to learn that the first blush of frequent usage is over. What I am finding out is that the film is no longer being used on a one-time basis by individual organizations, but is now being borrowed for a more sustained period of time by individual organizations with a continuing interest in the film (such as the Press Office, Evangelical groups) who show it under their auspices to their visitors. In a sense, I now have sub-distributors which I imagine makes sense to you.

I thought the time had come to remind the country of the availability of the film and I placed an ad in the Christmas issue of the Jerusalem Post. A copy of the ad is attached. This cost me \$65.00 but ~~as much as~~ I wasn't authorized to spend all that money and in view of the expenditures already made, you may wish to reimburse me in the sum of \$35.00 with the balance representing a goodwill offer on our part.

I recall your writing that you will be in Jerusalem next month and I look forward with pleasure to seeing you again. With best wishes to all our mutual friends.

Sincerely yours,

Dr. M. Bernard Resnikoff

bcc: Seymour Lachman
George Gruen
Gerald Strober ✓
Marc Tanenbaum

1/20/71

TO JCRCs
FOR YOUR INFORMATION
ISAIAH TERMAN

memorandum

THE AMERICAN JEWISH COMMITTEE

date January 14, 1971
to Area Directors
from Marc Tanenbaum
subject RESPONSES TO HIS LAND

In a memorandum dated May 29, 1970 I called attention to the film HIS LAND, a 54 minute production of World Wide Pictures, the film making subsidiary of the Billy Graham organization. Six months have passed and I thought it would be useful to evaluate our experience with the film. We have a significant body of data which indicates an overwhelmingly positive response to the film in both the Christian and Jewish communities. Christian denominational leaders, pastors and lay people as well as Jewish leaders both in Israel and the United States have praised the film and cited its contribution to an understanding of Israel and to Jewish-Christian relations in general.

Indicative of this response was the reaction of Golda Meir who told the film's executive producer, "My thanks for picturing our land as it is. I have never seen it so positive." Teddy Kollek who attended the same special screening for Israeli officials remarked, "I was deeply moved. I haven't seen a better film about Israel." As a result of this screening, the Jerusalem office of the Jewish Agency requested and received a print of the film.

Christianity Today in reporting on reaction to the film said, "Never has a World Wide film ever evoked such an immediate response from Christians for whom it was made, and from Jews whose history it vividly depicts." Similarly the October issue of Hadassah Magazine said, "The film offers vivid, exquisite color shots of Israeli terrain and envisions the historic bond welding the Jewish people to the Holy Land. It has elicited warm praise from Golda Meir and Ambassador Itzhak Rabin and is suggested for showings in both Christian and Jewish communities."

Major ecumenical and interreligious screenings held in Boston, Baltimore, Washington, D.C., Miami, Palm Beach, Jacksonville, Cincinnati, Cleveland, Kansas City, Phoenix, San Francisco and Seattle all provide evidence of the positive value of the film in terms of Christian thinking concerning the spiritual and historic importance of the land as well as the status and security of the State of Israel. Field reports also indicate the importance of the film as a vehicle for initiating communication between Evangelical Christians and Jews. Thus a leading Phoenix minister commenting on the screening in that city which attracted 1500 persons said, "Our adventure in understanding was a great step forward in promoting a friendlier relationship between the Evangelical Christian community and the Jewish people. I personally want to thank you and all the members of the American Jewish Committee that had a part in making the evening a real success. It is my hope there will be a continuing effort on the part of both groups to foster this friendly relationship."

The screening elicited the following kinds of comments from Christian leaders:

"I think this film is superb. I shall take advantage of all opportunities to have it used." (Presbyterian Executive)

"I would hope it would be promoted in Methodist circles as both a basis for historical and religious learning as well as theological discussion." (Methodist National Executive)

"Excellent for ecumenical reasons--theology may be different approach. We need to appreciate all." (Roman Catholic professor)

"Excellent resources for helping to understand human reality of contemporary Israel." (Council of Churches executive)

"Deeply moving, a statement of faith that needs to be discussed among Christians, a film we'll be glad to use and recommend." (Methodist Human Relations Specialist)

"Moving and effective--many striking and exciting visuals. Underlying humanity of theme cannot fail to affect many." (News Broadcaster)

"Good discussion starter on place of Jew in modern world." (Roman Catholic Media Specialist)

"A remarkable interesting film with a remarkably valid theme." (Protestant lay leader)

"Perhaps the finest film made to promote understanding between the major religions. The film should be required seeing. (National YMCA executive)

"A very moving film, which should be seen by all Christians." (Roman Catholic author)

"This is the most inspiring and informative film I have ever seen." (Baptist clergyman)

Comments from Jewish community relations specialists also point up the value of the film and its suggested usage:

"I am indeed happy that the AJC has seen fit to applaud the efforts of the Billy Graham movement for making this film and for making a version of it acceptable for showing by Jewish groups."

"I support your appreciation of the film as an interreligious vehicle to be shared with AJC members as an institutional contribution."

"The film was unqualifiedly endorsed as a good tool for developing a positive, sympathetic posture vis-a-vis Israel in the Christian community."

"HIS LAND also shown at a private screening to 10 professionals and laymen of Jewish agencies. The reaction was unanimously favorable. The public relations director for the local federation said that this movie was probably the best piece he has ever seen produced on Israel."

"It spread the message of peace, brotherhood and friendship which is so greatly needed in the world today."

In terms of national programming, we continue to find HIS LAND to be a most favorable aid in Jewish-Christian institutes, seminars, dialogues and colloquia. We have distributed approximately 10,000 copies of an Interreligious Study Guide to the film, including 250 copies requested by the Israeli Embassy in Washington.

January 14, 1971

Area Directors

Marc Tanenbaum

RESPONSES TO HIS LAND

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January 19, 1971

Dr. W. J. Richardson
Madison County Baptist Asso.
80 Box 4 Mithell Branch
Granite City, Ill.

Dear Dr. Richardson:

Thank you for your letter of January 9th. The film HIS LAND is available through World Wide Pictures, 1313 Hennepin, Minneapolis, Minn. 55403. I would suggest that you write to Mr. Kenneth Bliss, Director of Distribution for World Wide Pictures for information concerning how you may obtain the film for screening in Illinois. It is my understanding that World Wide has a number of representatives in local areas who show the film on the basis of a free-will offering. ✓

I was happy to learn that you plan to show the film to members of your association and I am sure that they will find it challenging and rewarding. I am enclosing herewith a discussion guide for the film which was prepared by the Interreligious Affairs Department as a contribution to interreligious understanding. If you can use copies of this guide in conjunction with the showings of the film, please do not hesitate to contact me and I will make them available to you.

Cordially,

Gerald Strober

GS:as
Enc.

Madison County Baptist Association

P.O. BOX 4 MITCHELL BRANCH - GRANITE CITY, ILL.

W. J. RICHARDSON, Superintendent of Missions

Phone : 931-0346

January 9, 1971

Interreligious Affairs Dept.
The American Jewish Committee
Institute of Human Relations
165 E. 56th Street
New York, New York 10022

Dear Sirs:

We are interested in a showing of the film, "His Land" a Film Journey Into The Soul Of A Nation. Would you please inform us as to what we must do to get the film?

It is my desire to have this film shown to all people of any faith in this community. We have 8,000 Southern Baptists in our Association, and I am anxious that they all get to see this film. I had the joy of reviewing it some time ago and feel it would do much to help us understand better conditions in that land.

We have a committee that will be working on this promotion. I would appreciate hearing from you regarding a future date or dates available for a showing of the film. Also just what financial obligation we will have.

Trusting to hear from soon,

Sincerely yours,

W. J. Richardson
W. J. Richardson

January 19, 1971

Bill Shaffer

Gerald Strober

HIS LAND

I am enclosing with this note
a brief introductory summary
of HIS LAND which you might
find helpful for your screening
later this month.

GS:as
Enc.

AMERICAN JEWISH
ARCHIVES



INTRODUCTORY REMARKS TO HIS LAND

One of the constant concerns of the American Jewish Committee regarding the interpretation of Israel to non-Jewish communities has been the availability of quality printed and visual resources. Last year a new film on Israel was produced by World Wide Pictures, the motion picture subsidiary of the Billy Graham organization. This film which presents a strikingly positive portrayal of Israel's experience and aspirations makes a significant contribution to Christian Jewish discussion of the Middle East.

The film was produced for Christian audiences and is currently being distributed to churches throughout the United States. Approximately 10,000 Christians view the film each day. The film articulates an Evangelical Protestant understanding of Israel. Its main theme is concerned with the suggestion that the return of Jews to the ancient homeland is a 20th century fulfillment of Old and New Testament prophecy. This Christian theological position while of course not the only such view of the contemporary Jewish state is an authentic interpretation and one that should be exposed to both Jews and more liberal Christians in order to strengthen the current interreligious dialogue on the Middle East question.

The version of the film you are about to see is a slightly shortened edition of the film which deletes an Evangelical message from the closing of the picture aimed specifically at individual Christians. This shortened version was made because Mr. Graham realizing that any film on Israel would cause great interest in the

Jewish community did not want to use this film as a vehicle for Christian witness to Jews.

Response to the film from Christian denominational leaders, pastors and lay people as well as Jewish leaders both in Israel and the United States indicates the positive impact the film is having towards an understanding of contemporary Israel.



COPY

*Jerry
FYI*

F

January 19, 1971

Mr. Norman Sider
Jewish Community Relations Council
615 N. Alabama Street - Room 412
Indianapolis, Indiana 46204

Dear Norman:

Because of the discussion of ~~HIS~~ LAND at the recent Commission meeting, I asked the American Jewish Committee for material which would bear out its claims in respect to the film. I, too, was most impressed with it, as were the several national agency representatives who saw it with me. However, lacking credentials as a biblical scholar, I decided I would not join in the Commission discussion. I now have the enclosed memorandum from Rabbi Marc Tanenbaum, which I thought you might want to see.

Sincerely yours,

Philip Jacobson

PJ:sab
enclosure

cc: Mr. Milton I. Goldstein
Mrs. Judith Banki ✓

JAN 26 1971

January 19, 1971

Neil Sandberg, Sam Katz, Will Katz, Isaiah Terman
Gary Newmark

Tucson - "HIS LAND"

During this trip to Tucson, I have begun implementing the showing of the "HIS LAND" film which was agreed to by the Board of the Tucson unit.

While I was in Phoenix, I met with Rev. Donald Schaeffer, president of the Greater Phoenix Evangelical Ministers Association, who had co-sponsored the showing there. He agreed to assist me in the securing of a similar co-sponsor in the Tucson area since there is no Tucson Evangelical Ministers Association. It was decided that the only realistic possibility would be the pastor of the First Baptist Church of Tucson, a gentleman by the name of Dr. Woodrow Rood. Rev. Schaeffer agreed to contact Rev. Rood over the weekend and explain to him on a preliminary basis the reasons why I would be calling and endorsing the possibility of a repetition of the Phoenix program.

Last evening I met with Jackie Schneider, Morton Solot, the unit vice chairman, and Rabbi Albert Bilgrey. We discussed the program in as great a detail as possible and made plans for the unit's and Rabbi Bilgrey's participation.

This morning I made very preliminary and tentative contact with Dr. Rood. He indicated that he was receptive to the idea of such an event -- tentatively planned for late in April -- but wanted further time to discuss it with Rev. Schaeffer and with members of his congregation.

GN:ab

January 25, 1971

Rabbi William B. Silverman
712 East 69th Street
Kansas City, Missouri 63131

Dear Bill:

I noted in one of your recent Temple Bulletins that the Brotherhood showed the film "His Land" produced by World Wide Pictures. The Interreligious Affairs Department of the American Jewish Committee has worked closely with the producers in order to bring this important picture before both Christian and inter-religious audiences. We feel that it is one of the most important Christian documents dealing with Jews and the State of Israel in recent times.

Our department's consultant on Christian religious curricula, Dr. Gerald S. Strober, has prepared a study guide for "His Land" that has received wide distribution both here and abroad. Indeed, the Israeli Government asked for several hundred copies.

"His Land" was also shown at the 1970 Annual Meeting of the American Jewish Committee.

I am interested in the reaction of the audience to the film and I am also interested in learning the substance of your comments as well as Dr. Meneilly's. Finally, did the Jewish Chautauqua itself distribute the film or did the Temple Brotherhood acquire it on its own?

Rabbi William B. Silverman

-2-

January 25, 1971

I look forward to hearing from you. With best wishes to all the Silvermans, I am,

Cordially yours,

Rabbi A. James Rudin
Assistant Director
Interreligious Affairs Department

AJR:FM

P.S. I am curious as to why the film was advertised in the Temple Bulletin as "controversial" and why it was received with "mixed emotions." From my point of view it was a straightforward evangelical film.

cc: Gerald Strober

bcc: Rabbi Marc Tanenbaum

PLEASE CREDIT
AMERICAN JEWISH ARCHIVES
CINCINNATI CAMPUS
HEBREW UNION COLLEGE
JEWISH INSTITUTE OF RELIGION

#



Pittsburgh Chapter

THE AMERICAN JEWISH COMMITTEE

Maxon Towers, 6315 Forbes Avenue
Pittsburgh, Pennsylvania 15217
421-3327

FOR YOUR INFORMATION

TO: Rabbis in the Greater Pittsburgh Area
FROM: Marvin S. Lieber, Project Chairman
SUBJECT: HIS LAND -- "A FILM ON ISRAEL"

On January 28, 1971, the American Jewish Committee has scheduled a special screening of the above motion picture. The screening will take place at 8:00 P.M. in the Lippman Auditorium, Rodef Shalom Temple, Fifth and Morewood Avenues.

His Land was produced by World-Wide Pictures, the motion picture outlet of the Billy Graham Organization. The film is theological in content and was produced essentially for Christian audiences. While there is a strong emphasis on conservative theology, the film represents a positive portrayal of Israel's experience and aspirations and has had a constructive impact upon Christian thinking.

We should like to extend to you an invitation to join us for this special screening since you may want to use it for programmatic purposes. You may also feel free to send your key congregation members. There is no admission charge.

Kindly direct any questions you may have to the AJC office.

MSL/sc

QUOTES REGARDING HIS LAND

Letter from Mr. Irving Wilson, Chairman of the Beth Yeshurun Men's Club
dated Nov. 17, 1970 Houston, Texas

"It spread the message of peace, brotherhood and friendship which is so greatly needed in the world today."

Letter from Ben Friedman, CPA Associates, Houston, Texas, Oct. 9th

"His Land is probably the first major work in 1900 years to make available to the people who believe they are Christians a concept of thinking that approaches the REAL reformed Judaism that Paul wanted all the gentiles to share."

"Somehow I feel that His Land is a wonderful step by a capable man to met Christendom thinking back to what Christianity should be. A high moral and ethic society by Christ...let's hope Billy Graham's work continues in this wonderful direction."



February 1, 1971

Mort Yarmon

Gerald Strober

I have your memorandums of January 7th and 20th concerning HIS LAND. I will try to find out from World Wide Pictures what plans they have concerning screening of the film in Holland. In terms of your comment on using the film in church related colleges, please give me a ring at your convenience, and I will be happy to talk to you about this.

GS:as



THE TEMPLE



Congregation B'nai Jehudah

712 East Sixty-Ninth Street • Kansas City, Missouri 64131
Telephone: EMerson 3-1050

DR. WILLIAM B. SILVERMAN, Rabbi

February 8, 1971

Rabbi A. James Rudin
American Jewish Committee
165 East 56th Street
New York, New York 10022

Dear Jim:

I never did respond to your query in your letter of January 25 about "His Land".

I was impressed when I heard that "His Land" was shown at the 1970 meeting of the American Jewish Committee. Apparently Rabbi Margolies didn't like it and made sour and dour comments about it. Meneilly reacted as expected with liberalism and understanding. It was shown under the auspices of the Brotherhood. As far as I understand, while it was ostensibly Jewish Chautauqua Society, the man who handles the leasing of the film (a Baptist) arranged for the showing.

My remarks were essentially directed to the fact that this was an evangelical film, produced from a Christian point of view and was not "Jewish". The references to Jesus didn't bother me at all.

I pointed out the need for a mutual understanding, the strong emotional ties of the people of Israel with the land of Israel, my hope for peace between Arabs and Jews (Israelis) and the settlement of the refugee problem and, ultimately, the realization of the time when Jew, Christian and Moslem will walk together in Israel and throughout the world.

I suppose Frank Adler listed it as controversial because of a desire to push for a bigger attendance and undoubtedly because of some of the comment filtering through about the attitude of Morris Margolies.

With warmest personal regards and every good wish for you and yours, I am

Most cordially,

Rabbi William B. Silverman

WBS:jv

February 9, 1971

Gary Newmark

Gerald Strober

Phoenix Screening of HIS LAND

Several days ago as I was going through the HIS LAND folder to gather together some material for the recent memorandum sent to the field on Christian-Jewish responses to the film, I came across the material on the Phoenix screening. I had, of course, looked at this before and meant to drop a note to you but as the pressure of other things occurred it pushed the Phoenix correspondence to a distant corner of my desk.

As I read through the account of the Phoenix screening once again, I was struck by the monumental success of the program and the long-range potential of the Evangelical and the Jewish community which the screening helped to bring about. It is of course difficult to get the feel of an occasion through reading about it in correspondence but I must say that I was most excited by what took place in Phoenix. You are to be warmly congratulated for the manner in which you put the program together.

I haven't had a better lunch since our health food trip a few weeks ago.

Best regards.

GS:as

CC: W. Katz

S. Katz

Neil Sandberg

February 9, 1971

Jean Dichter

Gerald Strober

Will Katz on his return from his western trip mentioned to me the question of whether a screening of HIS LAND for clergy should be held in Denver. Will said that you felt the film had been played quite a bit in the Denver area.

The other day I talked with Kenneth Bliss who is the head of distribution at World Wide Pictures and he confirmed your comments adding that Denver is perhaps the most overexposed city in the U. S. with regard to HIS LAND.

I do hope that members of our department can be in communication with you in the near future with regard to other inter-religious concerns.

Let me take this opportunity to welcome you as a colleague and I surely hope that we may be able to meet personally in the not to-distant future.

GS:as

CC: W. Katz
N. Sandberg

42
February 12, 1971

Reverend Woodrow Rood
First Baptist Church
215 East Fifth Street
Tucson, Arizona

Dear Rev. Rood:

It was a pleasure speaking to you yesterday and I am looking forward to my next visit to Tucson when we will have the opportunity to talk at greater length in person.

As I indicated, the American Jewish Committee's Phoenix Chapter's experience in co-sponsoring the showing of Billy Graham's "His Land" with the Greater Phoenix Evangelical Ministers' Association and the Arizona NCCJ was an extremely heartening and rewarding one. Granting the necessity that this not interfere with important events already planned, I share with you the hope that the Tucson community will be able to similarly share this experience in brotherhood.

My best regards.

Sincerely yours,

Gary Newmark
Assistant Area Director

GN:zh

cc: Rabbi Albert Bilgray
Mrs. Jacqueline Schneider, Chairwoman,
AJC Tucson Unit
Mr. Morton Solot, Vice Chairman,
AJC Tucson Unit

BOC: Neil Sandberg, Rabbi James Rudin, Jerry Strober, Isaiah Terman

February 12, 1971

Rabbi Albert Bilgray
Gary Newmark

Planning of Showing of "His Land"

As we had planned when we last met, I spoke yesterday with Rev. Woodrow Reed, Pastor of the First Baptist Church in Jackson. I discussed with him at some length the possibility of the AJC and his church co-sponsoring the showing of Billy Graham's film. In the process, I presented to him many of the concerns which we have already discussed and outlined for him our experience with the Phoenix showing.

I must say that I feel that his initial reaction to the presentation of this idea was hearteningly receptive, going so far as to cautiously suggest that he might take the lead in involving other evangelical churches in the area. He maintained his options though by indicating that for the next few months he and most other churches in the area were heavily committed to other programs and we both agreed that it would be self-defeating to dilute this or already planned events.

Reverend Reed indicated that he remembered meeting you at a Rotarians' meeting and although, as you indicated, your encounter was brief, he spoke very highly of you. I suggested that he initiate discussion among his laymen and fellow ministers and that I would pass along to you the information of our conversation, indicating that you would be in touch with him soon. I would suggest that by being as flexible as possible on the matter of timing, we will be able to emphasize his initial indication of a willingness to develop the program.

Best wishes on our "Adventure in Understanding". Best regards.

Gf:mb

cc: Jacqueline Schneider
Morton Selot

BCC: Neil Sandberg
Isaiah Terman
Rabbi James Rudin ✓
Jerry Strober

'His Land' to Be Shown Feb. 18

Billy Graham Film on Israel

The Jewish Community Center and American Jewish Committee, Cleveland Chapter, will sponsor the showing of "His Land," a color film on Israel produced by Evangelist Billy Graham's World Wide Pictures.

Guest commentator will be Dr. Gerald Strober, consultant on inter-religious affairs, American Jewish Committee. The program will be held on Thursday, Feb. 18, at 8:15 p.m. in the JCC's Halle Theatre. Admission is free.

"His Land," filmed in color on location, is now being shown to both Christian and Jewish audiences with the active cooperation of the AJCommittee. The film shows the Holy Land in modern dress, relates the prophecies of the Bible to modern times and takes the viewer on pilgrimages to Jerusalem, Bethlehem, Galilee, Tel Aviv and the Negev.



Dr. Gerald Strober

Rabbi Marc H. Tanenbaum, director of interreligious affairs for the AJCommittee, stated, "The most significant feature of this film is that it communicates in dramatic, warmly sym-

pathetic terms the humanity and living reality of the Jewish people, their struggles and achievements in Israel."

Works With Protestants

In his capacity as consultant on religious curricula, Dr. Strober implements the findings of a research project in Protestant church school curriculum which he conducted during 1967-68 under the joint sponsorship of the National Conference of Christians and Jews and the American Jewish Committee.

Dr. Strober works with the editorial division of Protestant denominations as a consultant and resource person in intergroup relations, with particular reference to Jewish religion and life. In addition, he is concerned with an investigation of the intergroup, specifically Jewish, content of Protestant seminary curricula.



Cleveland Press 2/17/71

Jewish audience to see Graham film

By GEORGE R. PLAGENZ
Religion Editor

The first Cleveland showing before a Jewish audience of "His Land," the Billy Graham film about modern Israel, will be given tomorrow night at the Jewish Center, 3505 Mayfield Rd.

Rev. Gerald Strober of New York, a Protestant minister employed by the American Jewish Committee as a consultant on Sunday School curriculum, will be here to introduce the film.

"The picture was made by evangelicals with a particular understanding of Israel," says Rev. Strober, "but it portrays human life there in a positive way and makes a unique contribution to the interracial understanding of Israel."

REV. STROBER is the author of the Strober Report, based on his analysis of more than 3000 Sunday School lessons of all denominations. He found "unconscious anti-Semitism" in many of the lessons.

He is now working as a consultant with the Southern Baptists, Missouri Synod Lutherans and the National Council of Churches in the

preparation of their religious education materials.

New Testament references to the Jews as enemies of Jesus have been greatly misconstrued, Rev. Strober feels.

"COMMUNICATION and transportation were such that only a very few Jews knew enough about Jesus to be able to either accept or reject him," he says. "Also the Bible tells us that many Jews 'heard him gladly'."

"When you consider that even Jesus' disciples—those closest to him—misunderstood him and ran off when he was arrested," remarks Rev. Strober, "it doesn't seem strange that others who hardly knew him would reject him."

Rev. Strober also feels that the Pharisees—the orthodox Jews of Bible times—come off unfairly at the hands of most Christians.

"NICODEMUS, who took

such a friendly interest in Jesus and who at the end anointed his body for burial—was a Pharisee," Rev. Strober points out. "And Luke tells of an occasion when the Pharisees came to Jesus as a friend and warned him to flee because Herod wanted to kill him."

Jesus often was harsh with the Pharisees, Rev. Strober admits. But, he adds, "aren't we often harshest with those closest us?"



REV. STROBER



The Star Press, 2/18/74
**Congregational
Pastor to Talk
on Israel Film**



DR. GERALD STROBER

Dr. Gerald Strober, a Congregational minister and former member of the staff of an inner city church in Brooklyn, N.Y., and a former member of the staff of the New York department of welfare, will be the commentator when the film, "His Land," is shown this evening at 8:15 at the Jewish Community Center, 3505 Mayfield Rd., Cleveland Heights.

The picture is a color film on Israel produced by Evangelist Billy Graham's World Wide Pictures. Dr. Strober is now consultant on inter-religious affairs for the American Jewish Committee.

FO-CIN

FEB 18 1971

THE AMERICAN JEWISH COMMITTEE

date Feb . 16, 1971
to Seymour Brief
from Norma B. Moss
subject HIS LAND

Adolfo Cheistwer, Director of Adult Activities at the Jewish Community Center, has just called, asking if AJC would be interested in co-sponsoring a showing of HIS LAND, bringing in an appropriate commentator. He apparently saw your invitation for the showing which is scheduled this Thursday night in Cleveland with Gerald Strober present. I told Adolfo that I would check with you as to --

1. The reaction of the Jewish audience
2. The attendance -- that is how many were actually interested in viewing this film.

Some time ago, Jerry Levinrad (JCRC) spoke to me about showing the film, co-sponsoring with them. I am sure that we could have a three-way sponsorship -- JCC, JCRC and AJC. The question is, aside from when we would show, who should be the commentator? I would very much like to bring Gerald Strober to Cincinnati but would hope that he could combine this trip, if a meeting is set up, with a visit to Standard Publishing, which appointment he had to cancel in November.

Before going further with this program will await your reaction and reply. Many thanks.

NBM:rw

cc - E. Ashman
 W. Katz

Dictated but not read by Norma B. Moss

FEB 19 1971
14 February 1971

Rev. Robert Lindsey
Baptist House
4 Markis Street
Jerusalem

Dear Bob;

This will confirm with thanks your kindness in making the Baptist House available for a meeting of the Student Christian Forum on Thursday evening, March 4, 1971, for a program to view the film "His Land", produced by the Billy Graham organization.

As you know, the Forum is a functioning arm of the Ecumenical Theological Research Fraternity and Rev. Schonaveid, who represents the Fraternity on the Forum Planning Committee, will be in touch with you concerning further arrangements.

Among other things, this will enable Christian students studying at many different institutions to get to know the Baptist House and it occurs to me that you might want to discuss with Rev. Schoneveld the possibility of giving the group a brief introduction to your activities prior to the scheduled program.

I assume of course, that you will have a sound projector and screen available for that evening. With many thanks for your valuable help, I remain,

Sincerely yours,

Dr. M. Bernard Resnikoff
Director
Israel Office

MBR:sr

cc: Canon Peter Schnelder

Rev. Jacobus Schoneveld

bcc: Mr. David Barr

bcc: Marc Tanenbaum ✓

Mrs. Mumtaz B. Khan
Post Box No. 3353
East Texas State University
E. T. Station
Commerce, Texas 75428

February 19, 1971

American Jewish Committee
Institute of Human Relations
165 East 56th Street
New York N. Y. 10022

Gentlemen:

I have been advised by Mr. Uri Brainin, Information Office of the Embassy of Israel, to contact you in connection with the film "HIS LAND". I would very much like to show this film to our church members, Trinity Lutheran Church, Commerce, Texas, during the Easter season. I shall be much obliged if you will very kindly send this particular film to me at the above address. In case if this film is not available, can you please send some other appropriate film of the Holy Land to be shown during Easter season. Of course I would prefer "His Land", if it is available.

I promise to return the film immediately we are through and will take good care of it while in our possession.

I am a christian from Pakistan and have a very special interest in Israel and her people because you are a "chosen people of God", and the whole christian world looks to you for the fulfillment of the prophesey. I am watching the events developing in the Middle East with great interest because I know that we are heading for the end of the world when our Lord and Saviour Jesus Christ will return and save His people, Israel. This will once again bring back the glory and honour to Israel which rightly belongs to her. I am also watching your enemies gathering together in the futile hope of destroying your land. But alas! they do not know that they cannot touch the "Apple of His Eye", as the Prophet Zechariah prophesied. No one can stand against and destroy the Children of Israel. God has promised through His Prophets that He shall visit the enemies of Israel and destroy them as He did before when He brought them out of Egypt safely and destroyed their enemies. You never need to worry, not even for a moment, because God is a wall of fire round about your land and He is protecting you day and night as said by King David in Psalm 121, "God who keeps Israel neither sleeps nor slumbers". May I offer you some comfort and assurance in the words of Prophet Eliaja, "Those who are for us (Israel) are more in numbers than those against". Every day when I bow my head in prayers, I always

March 2, 1971

**Mrs. Mumtaz B. Khan
Post Box No. 3353
East Texas State University
E. T. Station
Commerce, Texas 75428**

Dear Mrs. Khan:

Thank you for your letter of February 19th. I was most interested in your detailed comments concerning the Middle East and your warm feelings concerning the State of Israel.

The film *His Land* can be obtained by contacting Mr. Kenneth Bliss, 1313 Hennepin, Minneapolis, Minnesota. Mr. Bliss is the distribution agent for the film and is responsible for making rental arrangements. When you write to him, you might mention that I suggested that you contact him.

Cordially,

**Gerald S. Strober
Consultant
Interreligious Affairs**

GSS:FM

pray for the peace and prosperity of Israel. Your country has a very special place in my heart and I know that God will fulfill His promise real soon.

Hope to hear from you soon,

Yours truly,

Mrs. Mumtaz B. Khan

Mrs. Mumtaz B. Khan



AMERICAN JEWISH

ARCHIVES

Billy Graham to Receive NCCJ Award for Brotherhood Here

Plain Dealer 2/20/71

The International Brotherhood Award, the highest honor of the National Conference of Christians and Jews, will be presented to Evangelist Billy Graham March 14 in Cleveland.

The international award, last presented in 1963, will be made at the annual awards banquet of the local NCCJ in the Grand Ballroom of the Hotel Sheraton-Cleveland.

Cleveland was picked as the place of the presentation because Dr. Graham had earlier accepted an invitation to speak at the annual awards dinner of the NCCJ here. He was invited to speak by Thomas Vail, publisher and editor of The Plain Dealer and national human relations award winner last spring.

THE INTERNATIONAL award was last presented in Cleveland when Prime Minister Lester B. Pearson of Canada was honored by the NCCJ and Secretary of State Dean Rusk made the presentation.

About 2,000 persons are expected to attend the banquet honoring Dr. Graham. His wife, Ruth, will accompany him here for the presentation.

Tickets are still available for the fund-raising banquet, proceeds of which will benefit the NCCJ educational program in northeastern Ohio. Tax-deductible, the tickets sell at \$50 a plate. They can be obtained by writing to the NCCJ Office at 601 Rockwell Avenue, Cleveland 44114, or by

calling the office at 241-4164.

Dr. Graham, who is planning to bring his crusade to Cleveland in 1972, has won two other intergroup awards.

IN 1963 HE RECEIVED the Gold Award of the George Washington Carver Memorial Institute for his contributions to race relations. In 1969 he was presented "The Torch of Liberty Plaque" by the Anti-Defamation League of B'nai B'rith.

The leader of crusades in almost every state of the United States and in more than 50 foreign countries, Dr. Graham is regularly listed as one of the "10 most admired men in the world."

Dr. Sterling W. Brown, NCCJ president in New York City, has said that the award

would recognize Dr. Graham's "lifetime of crusading to bring all men together under the fatherhood of God. His moral preachings based on the Judeo-Christian concept of the equality of man have been an inspiration and source of consolation to all religiously-motivated people."

Invitations are out for a luncheon meeting with Dr. Walter Smyth, executive director of Billy Graham Crusades, Saturday, March 13.

It is believed the exact dates for a Graham crusade in Cleveland in 1972 may be announced, according to the Rev. Clarence Agard, cochairman of the local crusade invitation committee.

FEB 22 1971

WORLD WIDE PICTURES

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EXCLUSIVE
DISTRIBUTORS

Billy Graham

FILMS

R. R. # 2 Earl Drive
Newark, Ohio 43055
Phone: 614 - 366-6520
February 20, 1971

Mr. Seymour Brief, Area Director
The American Jewish Committee
1220 Huron Road Suite 703
Cleveland, Ohio 44115

Dear Mr. Brief:

It was a pleasure to be with you at the Jewish Community Center, 3505 Mayfield Road, Cleveland Heights on February 18, 1971 for the showing of "His Land". I will be pleased to return on Monday, March 15, 1971 at 8:00 p.m. to show the short version of "His Land" as per the request of Mr. Michael Mehlman, the assistant director, in our phone conversation of February 18, 1971 and later confirmed in person.

Please make your check for \$100.00 to World Wide Pictures for the February 18, 1971 showing of "His Land" and mail it to me. Upon receiving it I will mail you a receipt on our regular financial form with the record of your booking. You will also receive an official receipt from World Wide Pictures soon after I mail my copies to them.

At the time of the March 15, 1971 showing I would appreciate a check made out to World Wide Pictures for \$100.00 to take with me immediately after the showing. I would appreciate also your written confirmation of the date of the second showing on March 15, 1971 and the financial arrangements.

Sincerely,

Dallas Blackburn

Dallas Blackburn
Ohio Representative

THE AMERICAN JEWISH COMMITTEE

date February 22, 1971
to Gerald Strober
from Seymour Brief
subject "His Land" - Trip to Youngstown

Thanks so much for an excellent day and one half in the wilds of Ohio. The fracas over the showing of "His Land" is not over yet as you will see from the enclosed letter and memorandum. I think the controversy that was raised around the long version of the film has been most interesting and I really can't put my finger on which side has the ascendancy, the pro's or the anti's. It is not even on Jewish religious lines because I have had some good comments from traditional Jews who saw it, and negative comments from Mrs. Faigin, president of the JCC who is also vice president of Fairmount Temple.

I am taking the liberty of sending a copy of this memorandum and its enclosures to Norma Moss as well because I still believe very strongly that the short version does perform a most valuable service and I am recommending that she work with you directly on setting up such a showing in Cincinnati based on her memorandum to me.

I will wait to hear from you on the Blackburn letter before I initiate any kind of discussion on the cost or scheduling but I do hope that you can bring some sense to Blackburn via Ken Bliss or others from the Graham organization. Also enclosed is a copy of the "His Land" brochure for Christian audiences which Blackburn placed on every seat which obviously should not have been done.

I am also enclosing an article which appeared in this weekend's paper about Graham and the crusade which I think will be of interest to you. Enclosed also is the address of the priest from the Youngstown diocese who Bishop Malone indicated we should be working with in regard to textbook revision. I would hope that someone from the department would write to him suggesting some strategies to use and also involve the name of John Moyer in this as well as our office in structuring such a joint review committee.

I am also enclosing the JCC flyer and three of the clippings.

Best wishes.

Sy

SB:ss

cc Isaiah Terman, Marc Tanenbaum, Eleanor Ashman, Norma Moss

The Jewish Community Council

OF DAYTON, OHIO
184 SALEM AVENUE
45406
222-5588
Area Code 513

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Jewish Family Service
Jewish Home for Aged

SAUL S. SPIRO
Director
Bureau of Jewish Education

LOUIS A. BROWN
Director
Jewish Center

February 22, 1972

Rabbi James Rudin
American Jewish Committee
165 E. 56th St.
New York, N. Y. 10022

Dear Rabbi Rudin:

Please send the following:

12 only "Interreligious Discussion Guides by Gerald Strober on the film "In His Land".

12 only Brochures describing the film and the availability of the interreligious discussion guide.

For your information, the Dayton distributor of the film "In His Land" states that the short 54 minute version of the film is only available to Jewish groups, and that it is official policy not to make it available to liberal Christians groups.

I am arranging for both films to be previewed by the local rabbis and the church federation director as well as myself. I will keep you posted on the use of this film in our area.

Cordially,



Rabbi Robert L. Reiner
Assistant to Executive Director

RLR/bp

THE AMERICAN JEWISH COMMITTEE

date February 22, 1971
 to Seymour Brief
 from Michael H. Mehlman
 subject Showing of "His Land", February 18, 1971, at the
 Jewish Community Center

Last night, Mr. Dallas Blackburn of World Wide Pictures presented the long version of "His Land" at the J.C.C. Although you and I received positive comments about the film there are some problems.

Howard Robbins, assistant director of the J.C.C. staff, was the last to speak with Blackburn. In discussion, Blackburn told Robbins that he carried the long version of "His Land" because it was a "better film." Mr. Robbins feels this act was premeditated. According to Paul Shaver, who was extremely apologetic, Blackburn is a former fundamentalist Baptist preacher. This proves little, but Robbins was upset by Blackburn's attitude and tone of voice.

Mrs. Louis (Hilda) Faigin, president of the J.C.C., felt very uncomfortable at the showing. She called Howard Robbins. Herman Eigen, the Center's executive director, has decided, Robbins told me, that the J.C.C. would not co-sponsor the film again as had been planned.

SB:MFM

Mr. Kenneth Bliss

-2-

February 25, 1971

However, I have some information which suggests that Mr. Blackburn's use of the long version may have been premeditated. In addition it was upsetting to find that he had placed a brochure which offers an invitation to accept Christ on each seat.

One other problem concerning the screening has been brought to my attention by Mr. Brief. This concerns payment for the screening. In a letter dated February 20th Mr. Blackburn asked for \$100.00 for the February 18th showing and for \$100.00 for the screening which is scheduled for March 15th. Mr. Brief's understanding was that there would be a \$50.00 charge for each screening. If a screening is held during March, it probably would be helpful if Mr. Brief could obtain a print of the short version and project it himself.

I know you will understand the spirit in which I convey this information to you. This was the first occasion that I have been involved in with the film where such a problem arose, and I wanted to share it with you.

I hope that all is well with you, and I do look forward to seeing you on your next trip to New York.

Warm regards.

Cordially,

Gerald S. Strober
Consultant
Interreligious Affairs

GSS:FM

bcc: Seymour Brief

PLEASE RETURN
AMERICAN JEWISH ARCHIVES
CINCINNATI CAMPUS
HEBREW UNION COLLEGE
JEWISH INSTITUTE OF RELIGION

February 25, 1971

Mr. Kenneth Bliss
1313 Hennepin
Minneapolis, Minnesota 55403

Dear Ken:

I would like to share with you an experience I had in Cleveland the other night which was somewhat disturbing and had the potential of producing a negative reaction to His Land.

I had been asked by Mr. Seymour Brief, the American Jewish Committee's Director for Ohio, to be the commentator at a screening of the film for a Jewish audience at the Jewish Community Center in Cleveland. My expectation, of course, was that the short version of the film would be used. However, just moments before I was scheduled to make some introductory comments concerning the film I was informed by Mr. Dallas Blackburn that he was going to project the long version. In my comments I stated that the long version was being employed because of technical difficulties, and I tried to place this version in context for this Jewish audience. I feel, however, that I did not get through to everyone of the 450 people who were present, and my understanding is that while the film was generally well received, there were some negative comments articulated and unfortunately some of these came from key people in the Jewish community. As a result of the use of the long version, the Jewish Community Center which had offered its facilities for a second screening in March has now withdrawn this offer.

As I tried to piece together the events leading up to last Thursday evening's screening, I believe that to some degree there was a mix-up between Mr. Blackburn and one of Mr. Brief's associates.

February 26, 1971

Norma Moss

Gerald Strober

Sy has shared with me your memo of February 16th concerning His Land. In addition, Sy wrote to me on February 22nd indicating that he felt that a screening for a basically Jewish audience in Cincinnati should be scheduled.

I will be happy to cooperate with you in setting such an event up. If and when a date is set, I will assume the responsibility of providing the 16 mm short version of the film. I have been promised a print by World Wide Pictures so that I would probably bring it with me from New York.

I will also plan to meet with Standard Publishing during the Cincinnati visit. As I look at the calendar late March or early April would seem to be open but I will, of course, make any adjustments to comply with your scheduling suggestions.

Warm regards.

GSS:FM

cc: Eleanor Ashman
Seymour Brief
Will Katz

THE AMERICAN JEWISH COMMITTEE

date February 26, 1971
to Gerald Strober
from Isaiah Terman
subject HIS LAND -- Indianapolis

If you have a report on how it came about that, at least according to the Indianapolis CRC director, Norman Sider, "His Land" was not shown to the proper audience in Indianapolis, I would appreciate seeing the report.

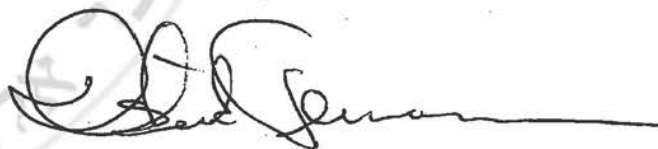
It is not unlikely that I knew about this at one time and have since forgotten. In any case, I would appreciate your indulging me.

My inquiry is stimulated by reading the November 22 Minutes of the NJCRAC Commission on Church-State and Inter-religious Relationships. The Minutes note that Judy Banki didn't quite let Mr. Sider get away with it and there was also some assistance from a Minneapolis representative.

I'm particularly interested because I've thought Norman Sider, though relatively new in the Community Relations field, a rather good guy and I feel a bit sad that he should have a "napoleh"-- possibly through no fault of his own.

cc: Sherwood Sandweiss

IT/rb



AMERICAN JEWISH ARCHIVES

An Open Letter To Rev. Billy Graham

Rev. Billy Graham
Billy Graham
Evangelistic Association
1300 Harmon Place
Minneapolis, Minnesota

Dear Dr. Graham:

In "His Land" at this Christmas season there is and there has been for the last twenty-one years no room for hundreds of thousands of His brothers and sisters, half of whom are children, just as on the Eve of the first Christmas there was no room for the Christ Child to be born.

The tragic plight of the dispossessed Christian and Moslem people of the Holy Land is overlooked in your technically superlative but morally insensitive film "His Land" which I have just seen at the Park Street Church in Boston.

In your commendable zeal to improve relations between Christians and Jews, you unfortunately do not distinguish between religion and politics, between Judaism and political Zionism, and between Jews and the political State of Israel.

The tragic irony of the modern political State of Israel is that European Jews found refuge by violent means at the expense of the country of Palestine and the homes and lands

of Palestinian Christians and Moslems. Also, this Zionist State has expanded by violent means at the expense of the homes and lands of other Arab Christians and Moslems (Syrians, Egyptians, and Jordanians). And as men of good will and peace in and outside of Israel openly deplore, the Zionist policies of the present leadership have meant oppression and discrimination against non-Jews.

Surely you must be aware that millions of Christians and not a few Jews would take issue with your thesis that the modern State of Israel is fulfillment of God's prophecy. However, regardless of what position a Christian or Jew may take on interpreting the Bible, Christians and Jews can be united on certain ethical fundamentals: the fact of man's brotherhood and the demands of justice and love. "The chief message Christians and Jews can get from the revelation of God is that we are all called to do justice, love mercy and walk humbly in His presence."

May I respectfully call to your attention recent statements by the United Nations, the World Council of Churches, the National Council of Churches and the Antiochian Orthodox Christian Church which call for recognition of the inalienable rights of the Palestinian people, especially their rights to self-determination and to justice. (Enclosed are three unanimously adopted statements by the Antiochian Orthodox Christian Church. Resolution No. II is especially pertinent to the burden of this letter.)

In the name of the Saviour whom we both worship I beg of you to withdraw your film or have it revised to provide a balanced view, before it does irreparable damage. And in the interest of brotherhood, justice and peace, I earnestly entreat the Billy Graham Foundation to undertake a film on the Palestine problem calling upon men of conscience everywhere to help redress the grave injustice done to His Arab brothers and sisters in "His Land."

Sincerely,

FRANK MARIA

Chairman, Dept. of Near East and Arab Refugee Problems, Antiochian Orthodox Christian Archdiocese of New York and All North America

THE AMERICAN JEWISH COMMITTEE

date March 2, 1971
to Gerald Strober
from Norma B. Moss
subject HIS LAND

This is to confirm our telephone conversation regarding your willingness to introduce the film HIS LAND on Monday, March 29th. Also, I understand that you will bring the 16 mm short version film with you. We will supply the operator.

The evening program will be held at the Jewish Community Center and will be co-sponsored by them and perhaps the JCRC.

Seymour Brief suggested that we might set up an interview for you, particularly with the Religious Editor of the Enquirer, Ben Kaufman. I noted the last time you were scheduled to be in Cincinnati and to visit Standard Publishing, you specified that this was to be on the "Q.T.". In other words, do you or do you not wish to have an interview on textbook revisions? If the answer to that is no, do you think it would be advantageous to have an interview with Mr. Kaufman regarding the showing of HIS LAND and any other subject you would wish to discuss with him? Please advise so I can proceed accordingly.

This is also to remind you to forward three glossies for our use in publicizing the showing. Looking forward to seeing you. *part 3/4*

Many thanks.

[Signature]
cc - E. Ashman
W. Katz
S. Brief

March 2, 1971

Seymour Brief

Michael H. Mehlman

Dallas Blackburn

Mr. Blackburn called this office today. He wanted to speak with Mr. Brief about the fact that he has not received any money from us regarding the showing of "His Land" on Thursday evening, February 18, 1971. He feels that because he has not collected from us, his forms to Minneapolis are incomplete and he has to collect the money. I told him that we were working on it.

I also told Mr. Blackburn that the second presentation of "His Land" at the Jewish Community Center, on March 15, 1971, has been cancelled but Rabbi Green of Temple Emanu El would like to use the film on Friday evening, April 30, 1971. Mr. Blackburn felt that since our organization had not treated him properly, he would rather deal directly with those who desire the use of the film. I gave Rabbi Green the address and phone number of Mr. Blackburn and told him to be sure to contract for the short version of the film.

Rabbi Green called me later and said that Blackburn was already booked on April 30, 1971 and that his price for future showings of the film was \$100.00.

Blackburn in the conversation, spoke to the Rabbi about free will offerings where he had made \$500.00 indicating that he wanted even more than the \$100.00. The Rabbi seemed to take this as some sort of joke even though Blackburn may have been serious. He also mentioned to the Rabbi that he had never shown the short version.

It seems to me that Mr. Blackburn does not understand AJC's relationship to this film, our promotion of it and our efforts to develop even wider showings.

MHM:ss

cc Gerry Strober - This is for your information and continuing follow through

March 5, 1971

Norma Moss

Gerald Strober

I have just made an appointment at Standard Publishing for 10:00 AM on March 30th. I would imagine the appointment will take from one to two hours.

As far as an interview with Ben Kaufman is concerned, I would welcome such a session and I would agree that it would be best to set up the interview in terms of our interest in "His Land" film and in textbook revision in general without any specific reference to Standard Publishing Company.

I look forward to seeing you later in the month. Best regards.

GSS:FM

**cc: Eleanor Ashman
Will Katz
Sy Brief**

His Land

March 5, 1971

Mr. Kenneth Bliss
1313 Hennepin
Minneapolis, Minnesota 55403

Dear Ken:

I was very glad to have had the opportunity to talk with you at length the other morning. I think our conversation will prove to be most helpful.

I would greatly appreciate your loaning to me on a two month basis with an option to renewal a 16 mm print of "His Land." This print will be used in two ways.

1. For screening at the National AJC office in New York (There are a number of key people who are interested in seeing the film, and having a print in the office would greatly facilitate screening arrangements.)
2. The film would be used programmatically by AJC Chapters in various localities throughout the United States. These events would be conducted under the following conditions:
 - A. The American Jewish Committee would sponsor the screening.
 - B. The American Jewish Committee local Chapter would forward a \$50.00 rental fee to your office.
 - C. In areas where World Wide Pictures has a local representative, the American Jewish Committee representative would inform the representative of the screening.

Mr. Kenneth Bliss

-2-

March 5, 1971

I hope that the above conditions meet with your approval. If so, I would very much like to have a print prior to March 25th. Our Cincinnati office has scheduled a screening for a Jewish audience for March 29th and I would like to have our print used at that showing. I will be on hand personally in Cincinnati for that event.

Warm regards.

Cordially

AMERICAN JEWISH
ARCHIVES
Gerald S. Strober
Consultant
Interreligious Affairs

GSS:FM

PLEASE CREDIT
AMERICAN JEWISH ARCHIVES
CINCINNATI CAMPUS
HEBREW UNION COLLEGE
JEWISH INSTITUTE OF RELIGION

THE AMERICAN JEWISH COMMITTEE

date March 19, 1971
to Gerald Strober
from Norma B. Moss
subject HIS LAND

Today I had a request from a student at Hebrew Union College regarding using the short version of "His Land" for his bi-weekly congregation, which is United Hebrew in Benton, Illinois. Mr. Don Gerber, the student, read that the film was available free of charge and communicated directly with World Wide Pictures in Minneapolis. He was annoyed when he received a reply stating that there would be a \$50 charge for its use. Rabbi Hahn of Rockdale Temple in Cincinnati, knowing that we were showing it on March 29, suggested that he contact our office to see if the film would be available either free or for a smaller fee. How has this been handled? Are they charging every congregation?

If you have time, you can reply in writing. If not, we can talk this over when you are in Cincinnati.

Sorry I did not hear from you again today regarding the appointment with Ben Kaufman of the Enquirer. If I do not have any communication by Monday will try calling you in New York.

Best regards.

NBM:rw

cc - I. Terman
S. Brief

Dictated but not read by Norma B. Moss

THE AMERICAN JEWISH COMMITTEE

date March 23, 1971
to Gerald Strober
from Norma B. Moss
subject "His Land"

Have just spoken with Seymour Brief, who suggested that we submit a brief article to both daily papers with an invitation inviting coverage for the showing.

Sally Brown, Coordinator of Special Activities at Hebrew Union College, telephoned this morning to inquire about the possibility of your talking to the students and, I assume, some faculty while you are in the city. I explained that I felt you would be available for Tuesday noon and early afternoon. She also would like to have the students view "His Land" while you are here with the film. However, she was going to check to see how many at H.U.C. would be able to meet with you at the aforementioned time. Therefore, perhaps even before you receive this in writing, we will be in touch with you by long distance. Simply wanted to alert you to the possibility.

See you on Monday.

cc - E. Ashman
W. Katz
S. Brief

**AJC Invited invites Public
To See Widely-Praised
Israeli Color Movie GS**

Am. Israelite 3/25/71



Gerald Strober

The movie, "His Land," a film about modern Israel, will be shown at the Jewish Community Center Monday, March 29th, at 8 p.m.

Co-sponsoring groups are the American Jewish Committee, Jewish Community Center and Jewish Community Relations Council.

The film, a Billy Graham production, is in color and offers vivid shots of Israel terrain and envisions the bond welding the Jewish people to the Holy Land.

It has elicited praise from Prime Minister Golda Meir and Ambassador Itzhak Rubin and is suggested for showings in Christian and Jewish communities.

The Rev. Gerald Strober, Protestant consultant on religious curricula in the AJC Interreligious Affairs Department, will introduce the film.

Mr. Strober was director of the Joint National Conference of Christians and Jews-AJC Textbook Project.

Justin Friedman will be chairman.

The community is invited.

H.L.

March 29, 1971

Mr. Kenneth Bliss
World Wide Pictures Inc.
1313 Hennepin
Minneapolis, Minn. 55403

Dear Ken:

I have your letters of the 15th and I am sorry to be tardy in answering. I have just returned from a week long trip to the southwest. You will be interested to know that in Dallas I was able to introduce my colleague Billie Stern, regional director of the AJC office in Dallas to John Corts, associate director of the Southwest Crusade. We had a most interesting and enjoyable conversation at the crusade office in Irving.

In terms of your comments concerning the programmatic use of AJC chapters of the 16mm print of HIS LAND which you have provided for our use, I am in complete agreement with the conditions you set forth, and I promise that I will see to it that your conditions are fulfilled.

You will be interested to know that I am about to leave for Cincinnati where the film will be shown under AJC auspices. I will introduce the film and be available for questions.

Regarding the portion of your letter which dealt with the Cleveland situation, I am most appreciative of your comments. I feel you have examined the situation carefully and sympathetically and your analysis is quite justified. I have informed our Cleveland office of the earlier telephone conversation we had concerning the \$100.00 fee and I fully expect that our office will forward that amount to either you or Mr. Blackburn.

Your frankness is most welcome and I am assured that this one incident will in the perspective of a wider experience prove to be negligible.

You will be glad to know that we have scheduled a screening in our office on April 29th for book publishers. We plan to mail invitations later this week. The program will begin with a luncheon at 12:30 and the film will be shown at 1:30 in our six floor screening room.

I wonder if you might be able to make available a loose-leaf folder of color photographs which could be given to the publishers as some idea of the resources available other than the film itself.

Again, thanks for your letters, interest and friendship.

Warmest regards,

Cordially,

Gerald Strober

GS:as

Dictated but not read.



WORLD WIDE PICTURES

1313 HENNEPIN AVE., MINNEAPOLIS, MINN. 55403
TELEPHONE: AREA CODE 612, 332-8483



EXCLUSIVE
DISTRIBUTORS

Regency
FILMS

March 15, 1971

Gerald Strober
American Jewish Committee
165 East 56th Street
New York, New York 10022

Dear Gerald:

Let me briefly answer the questions you raised in your letter of February 25th concerning Mr. Blackburn's screening of the long version of HIS LAND in the Cleveland area.

First of all, let me apologize for any problem and difficult situation into which it might have placed you. It appears that because of the demand for the short version film, we just have not had enough prints to cover all of the screenings that some of our representatives might have. We now have received another additional eight prints, and I trust that this will help solve the problem we encountered.

In regard to the souvenir brochure that was placed on each seat, I am sure it was there with the idea of giving the Scriptures used in the film. Actually, our men have been quite unhappy that the brochure itself has very little mention concerning a commitment to Christ, and in that context, I feel that they were only placing them there as a result of their wanting to convey the Scripture that many people want to check out and use; however, I do understand the problem involved, and for the most part, on a general basis, have encouraged our men not to use the brochure in their showings in the Jewish community.

To answer the problem of the \$100.00 per screening, actually Gerald, we cannot send a representative out with the equipment and the print, and even break even at the \$100.00 figure, so as I stated before, we are more than happy to make the film available for this programmatical use in the Jewish community on the \$50.00 rental basis, and of course, if the program people would

March 15, 1971

like to contact me directly, I will see that prints are made available for that purpose in the future.

Gerald, I know that it isn't a matter of defending or explaining, but it is just a matter of having things happen in an orderly and discreet manner. I trust that for the most part, this is the way things are happening. I do appreciate your assistance in making this situation understandable for everyone involved.

Thanks for your interest.

Most sincerely,



Kenneth Bliss
Director of Distribution

KB:cn



WORLD WIDE PICTURES

1313 HENNEPIN AVE., MINNEAPOLIS, MINN. 55403
TELEPHONE: AREA CODE 612, 332-8483



EXCLUSIVE
DISTRIBUTORS

1500 Broadway
FILMS

March 15, 1971

Gerald Strober
American Jewish Committee
165 East 56th Street
New York, New York 10022

Dear Gerald:

In regard to your note of March 5th concerning the use of a 16mm print of HIS LAND for the next two months, World Wide Pictures will supply for your use for a screening at the National AJC office in New York, a 16mm print as you have suggested in paragraph one.

The film would be used programmatically by the AJC chapters in various localities throughout the United States as you suggest in paragraph two, with one exception, and that is that if the film were to be used in these chapters along with the conditions that you outline, you or one of your associates there in the national headquarters would be present for the showing, otherwise, if the print is only to be sent out, used, and sent back, then I would suggest that we continue to have the prints for these purposes made available from the Minneapolis office. In other words, where the print is used, you or one of your associates from New York would be on the scene. I hope that this will work out.

Regardless, for your immediate use, we are sending a print to your attention in New York City, so that the showings at your headquarters can be held as planned. If there is any question regarding the equipment as we discussed earlier, feel free to drop me a line.

Gerald, it is always good to talk to you.

Most sincerely,

Kenneth Bliss
Director of Distribution

KB:cn

April 6, 1971

**Mr. Harold Goldberg
200 West 4th Street
Cincinnati, Ohio 45202**

Dear Pat:

I certainly enjoyed the opportunity of meeting you and having the chance for conversation at dinner last week in Cincinnati. I hope the screening of the film HIS LAND made a positive impact upon the community. I was impressed by the size of the audience. I found the question and answer period to be a stimulating experience and I hope it was helpful.

I shall probably be in Cincinnati during the summer and I hope we might have an opportunity for further conversation.

Warm regards.

Cordially,

Gerald Strober

GS:as

BC: N. Moss

April 6, 1971

**Mr. Justin Friedman
3953 Red Bud Avenue
Cincinnati, Ohio 45229**

Dear Justin:

I trust the screening of HIS LAND last week in Cincinnati will have a lasting positive impression in the community. I very much appreciated your chairing the session and I believe the give and take of the question period was helpful. I was certainly impressed by the attendance which is of course a tribute to the fine coordinating efforts of Norma.

I hope we shall have the opportunity for further conversation in the near future, perhaps at the Annual Meeting next month.

Warm regards.

Cordially,

Gerald Strober

GS:as

BC: N. Moss

April 6, 1971

**Mr. Richard G. Ungar
615 Hickory Hill Lane
Cincinnati, Ohio 45215**

Dear Dick:

I very much enjoyed being in Cincinnati last week and I hope that the program built around the film HIS LAND will have a lasting positive impact. I sensed a warm response to the film and I thought the give and take in the discussion period was helpful.

It was a genuine pleasure to be with you and your wife both before and after the meeting. Your friendship and hospitality was warm and I deeply appreciated the opportunity to have met you both and I look forward to seeing you at the Annual Meeting next month.

Warm regards.

Cordially,

Gerald Strober

GS:as

BC: N. Moss

April 6, 1971

Norma Moss

Gerald Strober

Thank you so much for your note of March 31st including the addressees of several people who were involved in the HIS LAND screening. I very much enjoyed being there and found the give andtake of the question period to be most stimulating.

I have a copy of your memorandum to Fran Rosenberg asking a question about the film "Matzor". I have not heard of the film and I hope one of our other colleagues will be able to provide you with some information.

I look forward to seeing you in May.

Warmest regards.

GS:as

**CC: S. Brief
W. Katz**

WORLD WIDE PICTURES

1313 HENNEPIN AVE., MINNEAPOLIS, MINN. 55403
TELEPHONE: AREA CODE 612, 332-8483



EXCLUSIVE
DISTRIBUTORS

Billy Graham
FILMS

April 6, 1972

Mr. Gerald Strober
American Jewish Committee
165 East 56th St.
New York, New York 10022

Dear Mr. Strober,

Thank you for your letter of March 28th and the information concerning our films.

If you still have use for the 16mm print of HIS LAND, please feel free to keep it a few more months but if it is not being put to good use, we can use it for bookings from this office.

Unless I hear from you I shall expect that you will be keeping the film for awhile.

Sincerely,

(Mrs.) Janet Johnson
Film Librarian

jj;

P.S. We still do not have the print that Mr. Yarmon wrote to Mr Vinitzky about returning in December 1971. We only have two prints of the short version on our shelves at the present time and we would appreciate having the one in Israel returned.....

*Shalom
"His Lord"*

March 28, 1972

Mrs. Janet Johnson
World Wide Pictures Inc.
1313 Hennepin Avenue
Minneapolis, Minn. 55403

Dear Mrs. Johnson:

Thank you for your letter of March 21st. With reference to the prints you mentioned, the 35mm was returned to you and the 16mm is currently on loan to us and is safely stored in our New York office. If you need the return of the 16mm film which we have shown widely to selected Christian leaders, please contact me and I will arrange for its shipment to Minneapolis.

If I can be of any further assistance, please do not hesitate to contact me.

Cordially,

Gerald Strober

CS:as

WORLD WIDE PICTURES

1313 HENNEPIN AVE., MINNEAPOLIS, MINN. 55403
TELEPHONE: AREA CODE 612. 332-8483



EXCLUSIVE
DISTRIBUTORS

Billy Graham
FILMS

March 21, 1972

Mr. Gerald Strober
American Jewish Committee
165 East 56th St.
New York, N. Y. 10022

Dear Mr. Strober,

The enclosed invoices show that two prints of HIS LAND that have been checked out to you have not been returned to us.

I am sure you know that losing two prints of this film involves several hundred dollars for World Wide Pictures and we are most anxious to recover these prints if at all possible.

Would you please let us know if you know where these prints might be and if it would be possible to get them back to us? You will note that the one film is a 35mm so it would be in a heavy metal can while the other print is a much smaller case.

Thank you so much for checking this out for us.

Sincerely,

(Mrs.) Janet Johnson
Film Librarian

jj;

April 7, 1972

Rabbi Max Hausen
Free Synagogue of Westchester
500 N. Columbus Avenue
Mount Vernon, New York

Dear Max:

Thanks for your kind letter. I thoroughly enjoyed my visit to your congregation and I hope that I can do the same at your new position in Philadelphia.

Please give me a call so that we can arrange a private screening for you of the movie, His Land. As I mentioned, I think it would be well received by your congregation, especially if you present it.

Thanks again. Best regards to your family.

Cordially,

Rabbi A. James Rudin
Assistant Director
Interreligious Affairs Department

AJR:FM

P.S. The enclosed flier was sent to the Executive Board of the AJC Chapter in Westchester.

Encl.

April 24, 1972

World Wide Pictures, Inc.
1313 Hennepin
Minneapolis, Minn. 55403

Gentlemen:

Re: Account #000216
Statement date 02/04/72

Enclosed is payment for the screening of "His Land" arranged
by the late Mr. Joe Dames on June 30, 1970.

We hope this will close the matter and are sorry for any
inconvenience this has caused you.

Cordially,

Gerald Strober

GS:as

Enc.

BC: M. McKeon

THE AMERICAN JEWISH COMMITTEE
165 East 56 Street
New York, N.Y. 10022

TO: ACCOUNTING DEPARTMENT

PAYMENT AUTHORIZATION

Date April 12, 1972

Pay to: World Wide Pictures, Inc.

Address: 1313 Hennepin

Minneapolis, Minn. 55403

\$ 50.00

Amount in Words: Fifty dollars and no cents

EXPLANATION Showing of film "His Land" to A J C supporters
shown in 1971

(RETURN CHECK TO GERALD STROBER FOR MAILING)

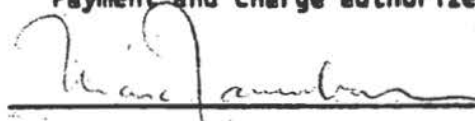
Accounting Charges

Department IAD

Division IAD

Budget Item 1-4-4

Payment and charge authorized by:



Authorized Signature

memorandum

THE AMERICAN JEWISH COMMITTEE

date April 29, 1971
to Gerry Strober
from Mort Yarmon
subject

Here are copies of the list of people at the His Land showing.

I suggest a short letter be prepared and sent to the book-publishing types who were here, thanking them for coming, suggesting that if they want to pursue a book-publishing project with World-Wide Pictures, they contact Ken Bliss directly, with address and phones. You might send Ken a list and explain what you're doing.



Thursday, April 29, 1971

HIS LAND Luncheon and Screening

Mr. Arnovitz
Macmillan Co.

Jane Axt
David McKay

Miss Baker
Atheneum Publishers

Mr. Edward Barber
Harcourt Brace Janovich

Mr. Charles Brackbill & Robert Thompson
United Presbyterian Church

Miss Campo
Atheneum Publishers

Jeffrey Weiss
The New American Library

Mr. Stephan Chodorov
Columbia Broadcasting System

Lois Cohen
Jewish News

Mr. Sid Darion & Garry Herman
American Broadcasting Co.

Mr. Wilbur Eastman
Prentice Hall

Mr. Nahum Hachon
Kameny Associates

Mr. Edwin Keister
Change Magazine

Miss Ettie Laczay
Collins Associates

Mr. Jules North
Makor Films

Miss Dorothy Rabinowitz

Miss Schwartz & Phyllis Weiss
Crown Publishers

Selma Shapiro
Random House

Mr. Yehoshua Shoffman

John Gillett & Walton Rawls
McGraw Hill

Glen Igleheart

STAFF

Judith Banki

Jerry Goodman

Sona Robbins

Frances Rosenberg

A. James Rudin

George Salomon

Gerald Strober

Marc Tanenbaum

Morton Yarmon

Thursday April 29

800A
12:30

HIS LAND Luncheon and Screening

Miss Doris Ann
National Broadcasting Co.

Mr. Arnurritt
Macmillan Co.

Jane Axt
David McKay

Miss Baker
Atheneum Publishers

Mr. Edward Barber
Harcourt Brace Janovich

Mr. Joel Blocker
Newsweek

Mr. Charles Brackbill
United Presbyterian Church

Rosalie Brody
Thomas Y. Crowell

Miss Campo
Atheneum Publishers

Mr. Edward Chase
The New American Library

Mr. Richard Chesnoff
BFB Productions

Mr. Stephan Chodorov
Columbia Broadcasting System

Mr. Sid Darion + guest
American Broadcasting Co.

Mr. Wilbur Eastman
Prentice Hall

Mr. Nahum Hachon
Kameny Associates

Mr. Edwin Keister
Change Magazine

Miss Ettie Laczay
Collins Associates

Mr. Sylvan Lebow
The Jewish Chataqua Society

Mr. Jules North
Makor Films

Miss Dorothy Rabinowitz

Jane Seitz
Random House

Miss Schwartz
Crown Publishers

Mr. Walter Shapiro

Mr. Richard Shepard
The New York Times

Mr. Yehoshua Shoffman

Mr. Aytan Stromberg
The President's Conference

Alma Triner
Crowell Collier

McGraw Hall (2)

Paperback Library (1)

Abelard Schuman (1)

STAFF

Judith Banki

Natalie Flatow

Jerry Goodman

Sonac Robbins

Frances Rosenberg

A. James Rudin

Zachariah Shuster

Gerald Strober

Marc Tanenbaum

Morton Yarmon



His Lord

THE AMERICAN JEWISH COMMITTEE

date Sept. 2, 1971

to Marc Tanenbaum (cc: Gerry Strober)

from Mort Yarmon

subject

Maybe we can do another go-around with the Billy Graham film. Gerry S. tells me that the distribution business of World Wide Pictures has tripled in the last year and a half, in large part because of the success of the Israel film. Perhaps that can be part of a release for movie editors, Variety, etc., etc. Let's discuss.



June 15, 1971

Mr. Gerald G. Weinberg
Stackhouse, Weinberg and Stewart
1400 Virginia National Bank Bldg.
Norfolk, Va. 23510

Dear Mr. Weinberg:

Mr. Gerald Strober, the professional staff person who would normally respond to Mr. Brant Coopersmith's request to send you material on HIS LAND is presently in Israel and, therefore, I take the liberty of writing this letter.

I have enclosed two copies of the discussion guide for HIS LAND. I have also enclosed a memorandum prepared by Rabbi Marc Tanenbaum, National Director of the Interreligious Affairs Department of the American Jewish Committee which primarily was for internal use by our area directors. I feel that this memorandum will help you in your discussions with the Baptist people you will be meeting with.

For information regarding the obtaining of the film for showing, I suggest you contact Mr. Kenneth Bliss, World Wide Pictures, Inc., 1313 Hennepin, Minneapolis, Minn. 55403. If I may be of any further assistance, please do not hesitate to contact this office.

Very truly yours,

Adeline Singerman,
Secretary

AS:ss
Encs.

BC: B. Coopersmith

JUL 02 1971

Garry Fisher
2-1

June 28, 1971

Mr. David Barr
WORLD WIDE PICTURES
1313 Hennepin Avenue
Minneapolis, Minn. 55403
U.S.A.

Dear Mr. Barr:

As per your wish to cover the expenses of distributing the film "His Land" in this country, and with the passage of the first half-year of this activity, I give you herewith a summary of actual expenses incurred.

Advertising	IL	130.00
Printing of flyers		39.00
Flyer mailing		19.50
Film maintenance		20.00
Film Deliveries		20.00
Total:	IL	<u>228.50</u>

This comes out to about \$65. You can, if you wish, mail me a cheque for this amount made payable to the American Jewish Committee. Alternatively, you might prefer to send me a full budgeted amount of \$100 in anticipation of fixed maintenance and delivery expenses. Just as you wish.

Programmatically, I am happy to report that the film continues to be used well, and I am particularly happy to report that the film is increasingly reaching the English-speaking Arab community.

I hope this letter finds you well, and please remember me to all our mutual friends at the home office.

Sincerely yours,

Dr. M. Bernard Resnikoff
Director - Israel Office

bc: Marc Tannenbaum ✓
Zach Shuster

July 27, 1971

Mr. Frank Jacobson
Executive Producer
World Wide Pictures, Inc.
2520 W. Olive
Burbank, California

Dear Frank:

Enjoyed talking to you the other day on the telephone. I haven't been able to come up with much further information but I am still trying.

I have an inquiry from our Latin American office concerning HIS LAND. They would like to know if the film is available in Spanish. If so, would there be a possibility for Mr. Jacobo Kovadloff, director of the AJC office in Argentina to obtain a reprint for a period of six months for showing in Latin America? If the answer to these questions is yes, perhaps the print could be shipped to New York and we would arrange for its delivery to Argentina. I guess what I am asking is whether our Latin America office could function in a similar fashion as the Jerusalem office with regards to the short version of the film.

Please be assured of my best wishes for a relaxed and fruitful summer.

Warmest regards.

Cordially,

Gerald Strober

GS:as

SEP 15 1971

7 September, 1971

His Land

Mr. David M. Barr
International Distribution & Development
World Wide Pictures
1313 Hennepin Avenue
Minneapolis, Minn.
U.S.A. 55403

Dear Mr. Barr:

I cannot take credit for this because I was in the States for two months on home leave, but I thought you would like this provisional report as to what has been happening to the film "His Land".

A partial list of the groups who have seen the film recently include: the Press Association; the public relations department of the Israel Defence Forces; a group of British visitors; the Tel Aviv branch of A.B.C.; a group of Swiss tourists at the Accadia Hotel; the Arab-Jewish Center in Haifa; the Foreign Press Association; a group of American tourists at the Accadia Hotel.

I know you will be pleased with this further evidence of the good use being made of the film you deposited with us.

Please remember me to our mutual friends, and I hope this will find you well.

Sincerely yours,

Dr. M. Barnard Resnikoff
Director
Israel Office

MBR:nl

bcc: George Gruen
Jerry Strober
Marc Tannenbaum

F. Graham
His hand

THE AMERICAN JEWISH COMMITTEE

date OCT 3 1972
September 27, 1972 FO-ISR

to Morton Yarmon

from M. Bernard Resnikoff

subject

Responding to your memo of September 15, plus enclosures, concerning the missing film "His Land" I have to tell you, to both our dismay, that the answer is negative.

I lost count of the number of telephone calls my Mrs. Avichail made to any and all places where the film might be located. She tried all three departments in the Jewish Agency compound, the film department of the Ministry of Commerce, Chaim Vinitsky, Roberta Yares, and we came up with a big flat zero. We have exhausted every avenue and I am sorry to tell you that the film cannot be located. I will have to leave it to you to pass the good word on to World Wide Pictures.

Regards.



Sorry -
need it + week.
Mort.

TO

Myra Needleman
Americal Jewish Committee
165 East 56 St.
New York, N. Y. 10022

FROM

WORLD WIDE PICTURES

1313 HENNEPIN AVENUE
MINNEAPOLIS, MINNESOTA 55403
Telephone (612) 332-8483

SUBJECT: HIS LAND print coming back from Israel

DATE: Sept 1, 1972

FOLD ↑

MESSAGE

Dear Miss Needleman,

In early January we received the enclosed information from you. We still have never received this print that was taken to Israel.

Would you be so kind as to re-check. Maybe the film never got to you.

We are very much in need of prints for our fall program and would reall appreciate anything you can do for us on this. Thank you.

PLEASE REPLY TO →

SIGNED (Mrs.) Janet Johnson Film Librarian

REPLY

DATE

SIGNED

GRAYARC CO., INC., BROOKLYN, N. Y. 11232

THIS COPY FOR PERSON ADDRESSED

ARCHIVES



October 17, 1972

Mr. Chaim Vinitzky
Jewish Agency
P O Box 92
Jerusalem, Israel

Dear Mr. Vinitzky:

I am writing to you with a genuine sense of exasperation concerning the print of the film "His Land" which was forwarded to you from the United States well over a year ago. I have been contacted by World Wide Pictures, the producers of the film several times over the last year asking my aid in securing the return of the print. In an attempt to ascertain the status of the film, I wrote to you in July and December 1971. I have yet to receive an answer from you. I should also add that World Wide Pictures provided the print to you only on the basis of my recommendation that you would act in a responsible manner.

I ask you again to please inform me where the print is and I further ask that if you have the print that you immediately forward it to World Wide Pictures, 1313 Hennepin, Minneapolis, Minnesota, 55432. Perhaps I am the eternal optimist but I do expect to hear from you and I hope it will not take another 18 months for you to respond.

Cordially,

Gerald Strober

GS:as
Dictated but not read

BC: M. Yafmon

His Land

הסוכנות היהודית לארץ-ישראל

THE EXECUTIVE OF THE JEWISH AGENCY

AIR MAIL

Telegrams: "JEVAGENCY" JERUSALEM

Telephone: 24671 (9 Lines)

Codes: BENTLEY'S

December 10, 1972

P.O. Box 92

JERUSALEM

Ref. No.

Mr. Gerald Strober
The American Jewish Committee
165 East 56 Street
New York, N. Y. 10022
U. S. A.

Dear Mr. Strober:

I must confess that I am seldom at a loss for reply to a letter, but in this case -- with regard to the film "His Land" -- I do not know what to say to you.

In the first place, I do not understand the reason why this film may have been sent to me in the first place. I do not deal with films, and in the event a film might be sent to me for someone else, I have never failed to forward it to the proper recipient immediately, whether it be the Keren Hayesod, the Jewish Agency or anyone else. In this case, I assure you I have no such film in my possession.

When your first letter arrived, asking me to return the film, I asked the Keren Hayesod department which deals with films to reply to you, since I had no knowledge of such a film. Apparently they returned a film to you, which you stated was not the one in question. I simply do not have any films, nor do I even know where to begin looking for one.

If there was only one copy of this film, and it is absolutely essential that it be found, please start from the beginning and tell me who sent it, how, when, to whom, by what means, why (i.e., who requested the film for what purposes), and also please send me photostatic copies of any correspondence pertaining to the matter. In this way, I can make another attempt to trace the film. Without knowing who asked for it, who received it, etc. I am at a dead end. If the film cannot be found, and your records indicate that my office did, in fact, receive it, I will gladly pay whatever costs are involved for the loss of the film. I don't want anyone to feel that our organization, or myself, has lost something and not taken responsibility.

I am really very sorry about this whole matter, and await your early reply with details and specifics.

Sincerely yours,

Chaim Vinitzky

CV:hb

Temple Anshe Emeth

ELM STREET at PARK AVENUE
YOUNGSTOWN, OHIO 44505

SAMUEL MEYER, RABBI

October 20, 1971

NT 65
OCT 22 1971

Mr. Seymour Brief
Director American Jewish Committee
1220 Huron Road
Cleveland, Ohio

My dear Mr. Brief:

In response to your query of September 13, concerning the film "His Land", may I state that we did receive the abridged form of the film, we did show it at the coffee hour preceding our S'lichot Services and were delighted at the result.

The film was all you said it would be and more. The photography was of an exceptional quality and the whole presentation enthralling. The reaction of our group - teen-agers and adults - enjoyed every moment. The decorum was fantastic!

Thank you once again for your help, advice and guidance in our obtaining the film.

Sincerely

Samuel Meyer

Samuel Meyer
Rabbi

FO-0

THE AMERICAN JEWISH COMMITTEE

date November 16, 1971
to Gerald Strober
from Seymour Brief
subject HIS LAND

I have just received a request from Howard Berger, Director of the CRC at the Federation for the use of the film "His Land" for a few news reporters from Channel 5, WEWS-TV, the local Scripps-Howard TV station, an ABC affiliate.

Two of these men will be going to Israel to do some filming and as background Mr. Berger felt that "His Land" is as good a film as possible for them to see.

Would it be possible for you to ship your own print to Howard Berger, Jewish Community Federation, 1750 Euclid Ave. Cleveland, Ohio 44115. He will pay all costs for shipping.

Could you please respond to this as quickly as possible since the trip is scheduled for the end of this month (November).

Best wishes.

SB:ls

cc: Isaiah Terman

Plan Date 12/1/73
Billy Graham Film

A special showing of "His Land," the Billy Graham film on Israel, is planned for clergymen and their wives on Wednesday at 3 p.m. in the Shaker Theater, 3516 Lee Road, Shaker Heights. Paul C. Shaver of Cleveland Heights is arranging local distribution of the movie.

12/11/70

AJCommittee Chapter Is Showing Film, 'His Land'

The film, "His Land," which has won praise from both Christians and Jews, will be shown at an

"It's the best thing of its kind that has been done either by Christians or Jews," says Rabbi Marc H. Tanenbaum, director of Interreligious Affairs of the American Jewish Committee. "In my view, it's the most important Christian document on relationships to Israel since the creation of the state."



GERALD STROBER

open meeting of the Greater Miami Chapter, American Jewish Committee Wednesday evening at the Dupont Plaza Hotel, Alvin Cassel, Chapter president, has announced.

Gerald Strober, Protestant consultant in the Interreligious Affairs Department of the American Jewish Committee, will be present to comment on this \$250,000 color film produced by World Wide Pictures, the film division of the Billy Graham Evangelistic Association of Minneapolis, and talk on "Israel and Judaism in Christian Teaching."

The film reflects both the mysterious force of Judaism in human history, surviving despite all the pressures against it, the tears, vitality and hopes of a homeland reborn. It offers a Christian perspective, but grounds it in the Jewish past and present, and links it to Israel's destiny.

THE REPORTER, Sunday, December 13, 1970

Jewish Group Slates Prize-winning Film

The film, "His Land," which has won praise from both Christians and Jews will be shown at a meeting open to the public by the Greater Miami Chapter, American Jewish Committee on Wednesday evening, Dec. 16, at the Dupont Plaza Hotel.

Gerald Strober, Protestant consultant in the Inter-religious Affairs Department of the American Jewish Committee, will be present to comment on this \$250,000 color film, produced by World Wide Pictures, the film division of the Billy Graham Evangelistic Association of Minneapolis and talk on "Israel and Judaism in Christian Teaching."



Strober

kind that has been done either by Christians or Jews," says Rabbi Marc H. Tanenbaum, Director of Interreligious Affairs of the American Jewish Committee. "It's a milestone."

"In my view, it's the most important Christian document on relationships to Israel since the creation of the State. It's an act of Christian love for the Jewish people, of kinship and commitment to a living community."

"His Land" offers a Christian perspective, but grounds it in the Jewish past and present, and links it to Israel's destiny.

"It's the best thing of its

Party Set By Retired

The annual Christmas party of the Retired Officers' Club will be held at 7 p.m. Wednesday in the Jacksonville Naval Air Station Officers' Club.

Members will bring gifts to be given to the Salvation Army for distribution to needy children. The presents should be wrapped and

FLA. TIMES-UNION 12/15/70

JUDAISM FILM SET

The motion picture, "His Land," will be shown by the Jacksonville Unit, American Jewish Committee, at 8:30 p.m. today at 3305 University Blvd. W.

Gerald Strober, Protestant consultant of the interreligious affairs department of

the American Jewish Committee, will comment on the film.

The film, a documentary on Judaism, was produced by the film division of the Billy Graham Evangelistic Association of Minneapolis. Strober will also talk on "Israel and Judaism in Christian Teaching." The public is invited.

The Bible, Prophecy and You

How did you feel about the overall approach of the film? Can the rebirth of the State of Israel be understood in the sense of prophetic fulfillment? What are the implications of the dominant theme of the film for relations between Jews and Christians? Does the film contribute to interfaith understanding or does it polarize?

To facilitate discussion, several Biblical passages quoted in the film are listed below:

For I will bring them back to their own land which I gave to their fathers.

Jeremiah 16:15 RSV

For I will take you from the nations, and gather you from all the countries, and bring you into your own land.

Ezekiel 36:24 RSV

I will plant them upon their land, and they shall never again be plucked up out of the land which I have given them, says the Lord your God.

Amos 9:15 RSV

Break forth . . . into singing you waste places of Jerusalem for the Lord has comforted His people. He has redeemed Jerusalem.

Isaiah 52:9 RSV

And they will say, "This land that was desolate has become like the garden of Eden."

Ezekiel 36:35 RSV

In that day Israel will be the third with Egypt and Assyria, a blessing in the midst of the earth.

Isaiah 19:24 RSV



GERALD STROBER

Gerald Strober is Consultant on Religious Curricula in the Interreligious Affairs Department of the American Jewish Committee.

Mr. Strober works with the editorial division of Protestant denominations as a consultant and resource person in intergroup relations, with particular reference to Jewish religion and life. In addition, he is concerned with an investigation of the intergroup, specifically Jewish, content of Protestant seminary curricula. This aspect of his activities puts him in contact with denominational officials responsible for theological education and with seminary faculty and staff.

Mr. Strober was born in Brooklyn, New York. He attended Moody Bible Institute in Chicago. He received his B.A. degree from Gordon College in Wenham, Mass., and an M.A. degree in Jewish Culture from New York University.

Mr. Strober has served as a pastor in the Surrey (New Hampshire) Congregational Church and, for two years, was a member of the staff of an inner city church in Brooklyn, N.Y. He was a member of the faculty and Acting Director of the Department of History, Barrington College, Barrington, Rhode Island.

Before coming to the American Jewish Committee in December, 1968, he was director of the Joint NCCJ-AJC Textbook Project.

THE GREATER HOLLYWOOD MINISTERIAL ASSOCIATION

in cooperation with the

American Jewish Committee

CORDIALLY INVITES YOU
TO SEE AND HEAR

A New and Exciting Film HIS LAND

Produced and Distributed
By Billy Graham

GERALD STROBER

Protestant Consultant
American Jewish Committee

LUNCHEON MEETING

MONDAY, DECEMBER 14

12:00 NOON

FIRST BAPTIST CHURCH OF HOLLYWOOD

1701 Monroe Street
Hollywood, Florida

R.S.V.P.

PLEASE CREDIT
AMERICAN JEWISH COMMITTEE
OR GORDON COLLEGE
NEW YORK
JEWISH INSTITUTE OF RELIGION

Ed't Page
10/17



Photographs courtesy World Wide Photos—
Frank Raymond

His Land Lyrics by Ralph Carmichael
copyright © 1969 by Lexicon Music Inc.
All rights reserved.
International copyright secured.
Used by permission

His Land

A film journey
into the soul of a nation



The establishment of the State of Israel on May 14, 1948 marked the culmination of Jewish hope sustained across 1,900 years for restoration of the ancient homeland — the historic center of Jewish religious, cultural and communal life.

While of primary importance to Jews, this restoration has also had profound impact upon Christians, particularly those who see in the rebirth of a Jewish nation a striking fulfillment of Biblical promise and prophecy. The film, "His Land," articulates this Christian theological viewpoint. The film suggests that the events of recent years in Israel can be explained most profoundly in the light of passages of the Hebrew Scriptures and the New Testament on the return of Jews to the land of Israel. From the perspective of the film the words of Ezekiel have come to pass

You, O mountains of Israel, shall shoot forth your branches and yield your fruit to my people Israel; for they will soon come home.

קדן היסוד - המוסד המאוחד לישראל

KEREN HAYESOD - UNITED ISRAEL APPEAL



הלשכה הראשית ירושלים • ת.ד. 583 • טל: 35222 • מברקים: KERYESOD JERUSALEM • CABLES: JERUSALEM • HEAD OFFICE JERUSALEM

December 28, 1971.

Mr. Morton Yarmon
Director of Public Relations
The American Jewish Committee
Institute of Human Relations
165 East 56 Street
New York, N.Y. 10022
United States.

AMERICAN JEWISH
ARCHIVES

Dear Mr. Yarmon,

Re: Film "His Land" ("Face of Land")

As per your request, we are returning to you, via Diplomatic Mail, one print of the above-mentioned film, which we received from Mr. Chaim Vinitzky, in February, 1971.

Sincerely yours,

Roberta Yares

English Secretary to YITZHAK ROGOV

cc. Mr. Chaim Vinitzky

RY/RH

F
His Land

December 9, 1971

Mr. Chaim Vinitzky
The Jewish Agency
P. O. Box 92
Jerusalem, Israel

Dear Mr. Vinitzky:

In the summer of 1970, at the request of Irving Bernstein, I brought with me a copy of a print of HIS LAND, the film on Israel produced by World Wide Pictures, the film company of the Billy Graham organization.

Over the months, the people at World Wide Pictures have asked for that print. I understand that Gerry Strober of our office has written to you on several occasions.

I would deeply appreciate it if you would look into this matter and let me know what we can do about getting the print back.

Cordially yours,

Morton Varmon
Director of Public Relations

MY:mm
cc: Dr. M. B. Resnikoff

bcc: Mrs. J. Johnson
G. Strober

December 7, 1971

Mr. Chaim Vinitzky
Jewish Agency
PO Box 92
Jerusalem, Israel

Dear Mr. Vinitzky:

I have recently had an inquiry from World Wide Pictures regarding the 16 mm print of the film "His Land" which was forwarded to you last year. World Wide Pictures is interested in learning whether you are still using this print, if you are not I am sure they would welcome its return to their Minneapolis Office, 1313 Hennepin Avenue, Minneapolis, Minn.

I shall look forward to hearing from you.

Cordially,

Gerald S. Strober
Consultant
Interreligious Affairs

GSS:em

July 27, 1971

Mr. Chaim Vinitzky
c/o Jewish Agency
P O Box 82
Jerusalem, Israel

Dear Mr. Vinitzky:

I have received an inquiry from Mrs. Janet Johnson of World Wide Pictures, Inc., 1313 Hennepin Avenue, Minneapolis, Minn. 55403 asking whether the print of HIS LAND is still in use in Israel. I would suggest that you write directly to Mrs. Johnson concerning the current status of the print of HIS LAND which was shipped to you last summer.

Cordially,

Gerald Strober

GS:as

CC: M. Yarmon



When the Sabbath ends, the city comes to life.



Cliff Richard and Cliff Barrows

World Wide Pictures presents

His Land

with **Cliff Richard/Cliff Barrows**

Music composed and conducted by Ralph Carmichael

Executive Producer, Frank R. Jacobson

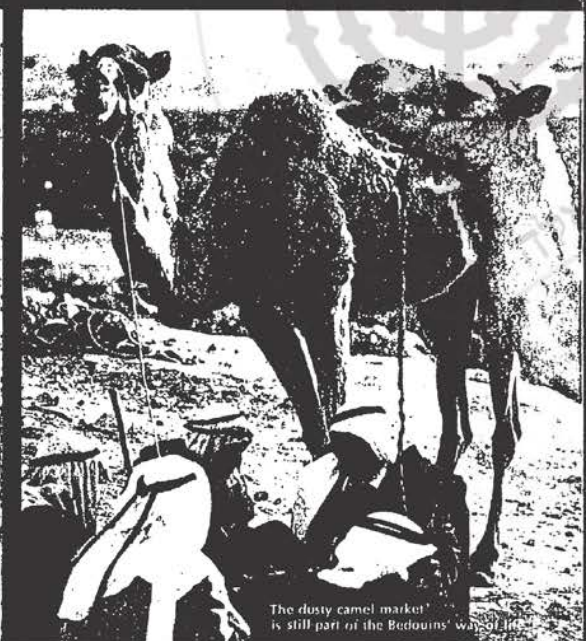
Written and Directed by James F. Collier

in EASTMAN COLOR

hear Cliff Richard, England's Pop star,
sing 5 Ralph Carmichael songs



Many devout Jews offer prayer for the restoration of Israel at the "Wailing Wall."



The dusty camel market is still part of the Bedouins' way of life.

If the love of God as extended to Israel has awakened a desire within you to know Jesus Christ, why not write to us.

For the many people who have expressed an interest in visiting the Holy Land, Mr. Roy Gustafson, an associate evangelist with the Billy Graham Team, has for several years conducted informative and rewarding Holy Land Tours. If you are interested, more information may be obtained by writing to the address below.

For your listening enjoyment, you may purchase the original long play sound track recording of "His Land" (or the musical arrangements in book form).

All inquiries regarding HIS LAND, Holy Land Tours, or the recordings may be addressed to "His Land," Drawer A, Loring Station, Minneapolis, Minnesota 55403. Phone: 612-332-8483.

Photos by Frank Raymond
from the motion picture
"HIS LAND"

Printed in U.S.A. 1002-6482



The rebirth of the State of Israel by United Nations decree on November 29, 1947 is by far the greatest Biblical event that has taken place during the twentieth century. The Bible calls this land "the land of Israel." God promised thousands of years ago that His people would possess it. The call of Abraham was to this land. When God brought Israel out of Egypt with a mighty hand it was to bring them into this land. In our time, no other spot on earth is capturing so much attention, for the Bible teaches that the final drama of human history as we know it will be enacted in Israel - His land! Hope rises in the hearts of millions as this generation witnesses the returning of Jews from the world over to their homeland, bringing to pass the Bible's declaration of centuries' standing, "... my people shall come home."

When the Bible deals with things which are coming on the earth, it calls itself "a more sure word." It likens itself to "a light that shineth in a dark place." Before Jesus went back to heaven, He told us that He would send us the Spirit of Truth who would "show you things to come."

"You know what really impresses me about Israel? It's that, well, God really has a long memory. I mean, He just doesn't forget." (Richard)

From you, O Bethlehem, shall come forth for me One who is to be ruler in Israel, whose origin is from old, from ancient days.

For I will bring them back to their own land which I gave to their fathers.

For I will take you from the nations, and gather you from all the countries, and bring you into your own land.

You shall dwell in the land which I gave to your fathers; and you shall be My people, and I will be your GOD.

"I will plant them upon their land, and they shall never again be plucked up out of the land which I have given them," says the LORD your GOD.

I will make a road through the wilderness of the world for My people to go home, and create rivers for them in the desert.

You, O mountains of Israel, shall shoot forth your branches, and yield your fruit to My people Israel; for they will soon come home.

At that time I will change the speech of My returning people to pure Hebrew so that all can worship the LORD together.

And on that day I will seek to destroy all the nations that come against Jerusalem.

Break forth . . . into singing, you waste places of Jerusalem, for the LORD has comforted His people. He has redeemed Jerusalem.

And they will say, "This land that was desolate has become like the garden of Eden."

And the LORD will become king over all the earth; on that day the LORD will be one and His name one.

In that day Israel will be the third with Egypt and Assyria, a blessing in the midst of the earth.

"The time is coming when all these things you are admiring will be knocked down, and not one stone will be left on top of another; all will become one vast heap of rubble." "Master," they exclaimed, "When?"

= Living New Testament
= Living Prophecies
= Living Psalms and Proverbs
= Revised Standard Version of The Holy Bible



After experiencing the film, "He Hope you will have a fresh awareness that what God begins in Israel." (Barrows)

His Land

PLEASE CREDIT
AMERICAN JEWISH ARCHIVES
CINCINNATI CAMPUS
PROFESSIONAL LUNCH COLLEGE
JEWISH CENTER OF RELIGION

[start]

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INVITATION LIST
SCREENING OF FILM "HIS LAND"

✓ Pamela Ilott
Director of CBS Religious
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524 W. 57 St.
New York, N.Y. 10019

✓ Doris Ann
Director of Religious Programs
National Broadcasting Company
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New York, N.Y. 10020

Wiley Hance
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Public Affairs Department
American Broadcasting Company
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National Council of Churches
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RKO General Inc.
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Robert J. Landry, Editor
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Variety
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Mr. & Mrs. William Van Dyke
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11 West 53 St.
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Daniel Lesser
NYU Film Library
Washington Square
NYC

Sumner Glincher
Center for Mass Communication
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440 West 110 St.

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Mrs. Margaret Twyman
Motion Picture Association
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Broadcasting and Film Commission
National Council of Churches, USA
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NYC 10027

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Joel Samuels
National Film Board of Canada
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Howard Thomson
Film Critic
New York Times
229 West 43 St.
NYC

✓ Mr. Edward B. Fiske
News Department
The New York Times
229 West 43d Street
New York, N.Y. 10036

✓ Mr. Emma George Cornell
The Associated Press
50 Rockefeller Plaza
New York, N.Y. 10020

✓ Mr. Louis Cassels
United Press International
315 National Press Bldg.
Washington, D.C. 20004

✓ Mr. Kenneth Woodward
Newsweek Magazine
444 Madison Avenue
New York, N.Y. 10022

✓ Mr. Mike Demarest
Time Magazine
Time and Life Bldg.
New York, N.Y. 10020

✓ Mr. Mayo Mohs
Time Magazine
Time and Life Bldg.
New York, N.Y. 10020

✓ Mr. Louis Garringer
Religious Editor
Christian Science Monitor
One Norway Street
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✓ Miss Claire Cox
301 East 48th Street
New York, N.Y. 10017

✓ Mrs. Lilliana Block
Religious News Service
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~~Mr. George Dugan~~
~~The New York Times~~
~~229 West 43d Street~~
~~New York, N.Y. 10036~~

✓ Rev. Donald Campion
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✓ Mr. Roland Gammon
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Guideposts
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New York, N.Y. 10001

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~~Life Magazine~~
~~Time and Life Bldg.~~
~~New York, N.Y. 10020~~

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New York, NY 10016

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Mr. Morton Sunshine, Editor
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International Film Foundation
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William Sloane
Flick Magazine
Donnell Library
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NYC

Mrs. Esme J. Dick
Director Education Film Library Assoc.
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10023

NYC



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American Church News
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✓ YMCA Magazine
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New York, N.Y. 10022

Rev. Martin Marty
The Christian Century
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Chicago, Ill. 60605

Rev. Joseph Adams
Catholic Star Herald
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Camden, N.J. 08102

Mr. Joseph Cunneen
Cross Currents
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Rev. Thurston A. Davis
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✓ Rev. Kevin Lynch
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✓ Rev. Paul W. McKeever
The Long Island Catholic
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Commission on Anti-Semitism
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✓ Mr. Bennett Bolton
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Washington, D.C. 20005

✓ Mr. Jon Minkel
The Tablet
Bryn Mawr
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✓ Mr. William Clancy
Editor, World View
170 E. 48th St.
New York, N.Y. 10021

*Margaret Hays
McHenry*



[end]

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His Land

New York Screenings

3/5, 3/20, 5/1, 6/4, 6/29, 7/2, 7/16, 4/29/71, 5/17/71

AJS Region program with GS comment

6/24/70 Baltimore

11/30/70 Washington

12/14-18/70 Miami, Ft. Lauderdale, Jacksonville, Palm Beach

2/18/71 Cleveland

3/29/71 Cincinnati

Here are a few dates that you probably have but I will list them anyway: April 16, 1970 Secretariat for Catholic-Jewish Relations (AJR, MHT, GS); Sept. 11, 1970 Prayer Vigil UN Plaza; Oct. 29, 1970 Princeton, New Jersey meeting with Paul Crowe



Invitation List "His Land"

NCC

R.H. Edwin Espy

David Hunter

Jon Reiger

Gerald Knofff

Robert Dodds

Cynthia Wedell

100

American Bible Society

Rev. Laton E. Holmgren

Rev. Robert T. Taylor

Rev. Norman L. Tenme

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Lutheran Council

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TO JCRCs
FOR YOUR INFORMATION
ISAIAH TERMAN

memorandum

THE AMERICAN JEWISH COMMITTEE

date January 14, 1971
to Area Directors
from Marc Tanenbaum
subject RESPONSES TO HIS LAND

In a memorandum dated May 29, 1970 I called attention to the film HIS LAND, a 54 minute production of World Wide Pictures, the film making subsidiary of the Billy Graham organization. Six months have passed and I thought it would be useful to evaluate our experience with the film. We have a significant body of data which indicates an overwhelmingly positive response to the film in both the Christian and Jewish communities. Christian denominational leaders, pastors and lay people as well as Jewish leaders both in Israel and the United States have praised the film and cited its contribution to an understanding of Israel and to Jewish-Christian relations in general.

Indicative of this response was the reaction of Golda Meir who told the film's executive producer, "My thanks for picturing our land as it is. I have never seen it so positive." Teddy Kollek who attended the same special screening for Israeli officials remarked, "I was deeply moved. I haven't seen a better film about Israel." As a result of this screening, the Jerusalem office of the Jewish Agency requested and received a print of the film.

Christianity Today in reporting on reaction to the film said, "Never has a World Wide film ever evoked such an immediate response from Christians for whom it was made, and from Jews whose history it vividly depicts." Similarly the October issue of Hadassah Magazine said, "The film offers vivid, exquisite color shots of Israeli terrain and envisions the historic bond welding the Jewish people to the Holy Land. It has elicited warm praise from Golda Meir and Ambassador Itzhak Rabin and is suggested for showings in both Christian and Jewish communities."

Major ecumenical and interreligious screenings held in Boston, Baltimore, Washington, D.C., Miami, Palm Beach, Jacksonville, Cincinnati, Cleveland, Kansas City, Phoenix, San Francisco and Seattle all provide evidence of the positive value of the film in terms of Christian thinking concerning the spiritual and historic importance of the land as well as the status and security of the State of Israel. Field reports also indicate the importance of the film as a vehicle for initiating communication between Evangelical Christians and Jews. Thus a leading Phoenix minister commenting on the screening in that city which attracted 1500 persons said, "Our adventure in understanding was a great step forward in promoting a friendlier relationship between the Evangelical Christian community and the Jewish people. I personally want to thank you and all the members of the American Jewish Committee that had a part in making the evening a real success. It is my hope there will be a continuing effort on the part of both groups to foster this friendly relationship."

The screening elicited the following kinds of comments from Christian leaders:

"I think this film is superb. I shall take advantage of all opportunities to have it used." (Presbyterian Executive)

"I would hope it would be promoted in Methodist circles as both a basis for historical and religious learning as well as theological discussion." (Methodist National Executive)

"Excellent for ecumenical reasons--theology may be different approach. We need to appreciate all." (Roman Catholic professor)

"Excellent resources for helping to understand human reality of contemporary Israel." (Council of Churches executive)

"Deeply moving, a statement of faith that needs to be discussed among Christians, a film we'll be glad to use and recommend." (Methodist Human Relations Specialist)

"Moving and effective--many striking and exciting visuals. Underlying humanity of theme cannot fail to affect many." (News Broadcaster)

"Good discussion starter on place of Jew in modern world." (Roman Catholic Media Specialist)

"A remarkable interesting film with a remarkably valid theme." (Protestant lay leader)

"Perhaps the finest film made to promote understanding between the major religions. The film should be required seeing. (National YMCA executive)

"A very moving film, which should be seen by all Christians." (Roman Catholic author)

"This is the most inspiring and informative film I have ever seen." (Baptist clergyman)

Comments from Jewish community relations specialists also point up the value of the film and its suggested usage:

"I am indeed happy that the AJC has seen fit to applaud the efforts of the Billy Graham movement for making this film and for making a version of it acceptable for showing by Jewish groups."

"I support your appreciation of the film as an interreligious vehicle to be shared with AJC members as an institutional contribution."

"The film was unqualifiedly endorsed as a good tool for developing a positive, sympathetic posture vis-a-vis Israel in the Christian community."

"HIS LAND also shown at a private screening to 10 professionals and laymen of Jewish agencies. The reaction was unanimously favorable. The public relations director for the local federation said that this movie was probably the best piece he has ever seen produced on Israel."

"It spread the message of peace, brotherhood and friendship which is so greatly needed in the world today."

In terms of national programming, we continue to find HIS LAND to be a most favorable aid in Jewish-Christian institutes, seminars, dialogues and colloquia. We have distributed approximately 10,000 copies of an Interreligious Study Guide to the film, including 250 copies requested by the Israeli Embassy in Washington.

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