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

Series C: Interreligious Activities. 1952-1992

Box 22, Folder 5, Graham, Billy - film, "Time To Run", 1973.

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April 6, 1973

Rabbi Marc Tannenbaum  
The American Jewish Committee  
165 East 56 Street  
New York, New York 10022

Dear Marc:

I have been wanting to write to you for a few days, since our Community Leadership Program had reports of an encounter with a group interested in proselytizing of Jews. I was further impelled to write this letter by the recent communication from Gerald Strober with regard to Billy Graham's new film "Time To Run." Let me start from the beginning.

Three of our young leaders were invited to the home of a prominent Baptist businessman who heads a large title company here in Houston. He also is a Board Member of the Billy Graham Crusade and supposedly a close friend of Billy Graham.

Ostensibly, they, along with some other Jews, unknowingly, were invited to the home to celebrate Israel's 25th Anniversary. At the home, a film was shown which apparently was "Time To Run," at least it was described as a film designed to bring Jews to Christianity. Luckily, these young leaders, who are articulate and sharp, were able to present to their host their views on why they should remain Jewish and their views about being proselytized.

It should also be noted that a man named Eddie Wexler, originally from Detroit and who claims to be a Jew and has "come" to Jesus, was at the meeting.

The main purpose of my letter is to raise some questions with regard to this whole approach of inviting Jews to a meeting under one guise wherein actually the purpose is to utilize evangelical techniques in attempting to convert Jews, since this is what the meeting turned out to be.

Further, based on your tape "Religion Commentary" which is a conversation with Billy Graham, he states "the proselytization against an entire group is absolutely off limits and impermissible." This position should now be seriously studied.

While I realize that local churches and groups have wide latitude, perhaps some clarification can be made as to the role Dr. Graham plays with regard to meetings when his film is shown. Also, when members of his Crusade, such as Mr. Wexler (who may or may not be associated with the Crusade) and other approaches are utilized, there is some question as to how this jibes with the views now being expressed by Dr. Graham.

It would appear that if Billy Graham does not wish to single out Jews as part of his evangelical approach, the Crusade itself, in addition to Dr. Graham, should make a statement on this matter. It is especially true in view of the meeting mentioned above, the broad distribution of the film "Time To Run" and the tactics utilized by those who serve on the Board of Directors of the Crusade and may be very close to Dr. Graham himself, such as the businessman who serves on his Board.

I hope this information is of interest to you and that the matter can be pursued.

Sincerely yours,



Dan Asher  
Associate Executive Director

DA:vs

CC: Sam Spiegler, NJCRAC



COPY

# World Wide Pictures

EXCLUSIVE DISTRIBUTORS BILLY GRAHAM FILMS

March 29, 1973

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

Dear Gerald:

Warmest greetings to you and your associates. Gerald, it's always so rewarding to be able to discuss with you our mutual aims, and our common concern for the most open discussions to improve relations within the various communities we are closely connected with. It's encouraging to work with "Men of Good Will", thanks!

Recently we have had posed to us some reaction within the Jewish community to our release of TIME TO RUN in the Philadelphia area. The reaction was not presented to us, but was to the theater operators in Philadelphia via a local news release and an open letter from Mr. Margulies, President of the American Jewish Congress, Philadelphia chapter.

Although this was not presented to us directly, we certainly want to be responsive in any way possible. As I mentioned on the phone, it seems that some of our smaller newspaper advertisements deleted the term, "Special Screen Appearance by Billy Graham". This was done only because of copy space. We are, however, presently revising these ads to reinstate this copy. Hopefully, this will help to be more informative for not only the Jewish theatergoers, but for the entire community. We have, however, been running two column ads in local newspapers over Billy Graham's signature giving his viewpoint on the content of the film. A sample is attached. This we did in the Philadelphia area and plan to continue. Gerald, we only want the best of understanding between our communities. We do, however, feel we must continue to present our message, and hope to present it clearly. But we feel it must be done in love and without coercion - "really who knows all that the Spirit is doing".

From a World Wide Pictures Distribution standpoint, we would however be happy to present our schedule for the next year as soon as plans are complete to you and any other part of the Jewish community so that they might alert their constituents of the films content and its planned release. This way no one would be surprised to know when and where we are playing our film.

# MEMORANDUM

4/3/73  
THE AMERICAN JEWISH COMMITTEE  
INSTITUTE OF HUMAN RELATIONS

165 East 56th Street, New York 22, N. Y. • Plaza 1-4000

from the desk of ISAIAH TERMAN  
Director of Communications and Servicing

IN RE: EVANGELICAL FILM, "TIME TO RUN"

We would like to share with you the enclosed copy of letter to Gerald Strober of our Interreligious Affairs Department from World Wide Pictures, the distributors of Billy Graham's new film, "Time to Run."

Mr. Strober had called the attention of the Billy Graham organization to reports from several cities that advertisements of film showings in commercial movie theaters made no reference to the evangelical character of the film. The letter from Mr. Bliss of World Wide Pictures promises that the omission will henceforth be rectified.

Should any problems in connection with future showings of the film come to your attention, Mr. Strober will be available to you for consultation and assistance. The enclosed schedule of currently planned showings may be helpful if you have not already received it.

Mr. Strober may be reached at the American Jewish Committee by letter or by phone (212-751-4000, ext. 222).

April 3, 1973  
Local and National CRCs  
AJC Area Offices  
la-d2abc; Encl.  
73-310-21

TIME TO RUN SCHEDULE

<u>DATE</u>	<u>LOCATION</u>
2/14 - 2/20	Dallas, Fort Worth, Texas
2/21 - 2/27	Northeast Texas
2/21 - 2/27	Philadelphia, Camden
2/28 - 3/6	Eastern Pennsylvania, New Jersey
3/14 - 3/20	Los Angeles - Orange County
4/11 - 4/17	South Texas and Panhandle
5/2 - 5/8	Milwaukee and Wisconsin
5/2 - 5/8	Pittsburgh - Western Pennsylvania
5/9 - 5/15	Southern California
	<u>STATES</u>
	Michigan
	Indiana
	Ohio
	New York
	Virginia and West Virginia
	Washington D.C.
	Eastern Carolinas
	Florida
	Georgia
	Alabama
	Oklahoma
	Arkansas and Northern Louisiana
	Mississippi
	East Texas, Southern Miss. and La.
	Northern California and Western Nevada
	Oregon, Washington and Upper Idaho

PROJECTED FOR FALL OF 1973  
and SPRING OF 1974

AMERICAN JEWISH  
ARCHIVES



Page 2

March 29, 1973

Mr. Gerald Strober

Thanks, Gerald, for listening to us in this. Let's keep in touch regarding any information we could give. I'm enclosing a schedule of the rest of our spring release dates. Our next release dates will begin in September.

With grateful appreciation and  
best regards,

A handwritten signature in cursive script that reads "Kenneth Bliss".

Kenneth Bliss  
Director of Distribution

KB:mke

enc/2

**BILLY GRAHAM** says,  
about the new motion  
picture

**time  
to run**

There is no doubt that today we see the family unit being attacked from every side, torn apart and fragmented. TIME TO RUN is a motion picture about a family, about listening, about the silences between people, the unspoken moments, and the moments of anger that don't really accomplish anything. TIMETO RUN openly offers the reality of Jesus Christ as an answer to the human dilemma.

I feel that thousands of people will see a part of themselves in the film. Hopefully, families seeing it will be brought closer together in real understanding and communication.

I urge you to take your children . . . or your parents . . . to see TIME TO RUN when it comes to your community. You may find it more of a mirror than a motion picture!

**BILLY GRAHAM**

*Philadelphia*

*AS*  
April 18, 1973

Mr. Albert D. Chernin, Exec. Dir.  
Jewish Community Relations Council  
Fellowship Commission Building  
260 S. 15th Street  
Philadelphia, Pa. 19102

Dear Mr. Chernin:

Thank you for your letter of April 10th. I was most interested in the information included in your letter and I can report that when I spoke to Mr. Kenneth Bliss, the Distribution Director of World Wide Pictures, he was most concerned with the Philadelphia situation.

I do hope that the recent statement by World Wide Pictures concerning the film Time to Run will be widely circulated around the country at future showings of this production. Certainly the activity of yourself and your colleagues in Philadelphia in alerting the community to the situation was most helpful.

Cordially,

Gerald Strober

GS:es

BC: Murray Friedman



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FELLOWSHIP COMMISSION BUILDING, 260 S. 15th STREET, PHILADELPHIA, PA. 19102 • KI 5-8430

April 10, 1973

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

Dear Reverend Strober:

I read with interest your memorandum of April 3, 1973, regarding the evangelical film, "Time to Run". I was pleased to learn that World Wide Pictures will identify "Time to Run" in such a way as to make clear its evangelical nature. However, I thought you would be interested in knowing that Sanford Weinreb, Regional Director of the American Jewish Congress in Philadelphia, was in touch directly with World Wide Pictures regarding the problem. He spoke to an official in Minneapolis prior to the release of the American Jewish Congress statement.

Also, not a single ad published in Philadelphia newspapers, at least in the dailies, carried the term, "Special Screen Appearance by Billy Graham". Indeed, this was a suggestion that we had made to theater management, and the request was rejected because of an agreement the theaters had reached with World Wide Pictures. In addition, the two-column ad over Billy Graham's signature never appeared in any of the Philadelphia papers, or at least the dailies. It is possible that it appeared in a neighborhood newspaper, about which we were not aware.

Nevertheless, I am, as I indicated, pleased that the advertisements in the future will carry the proper identification.

Cordially,

*Albert Chernin*  
Albert D. Chernin  
Executive Director

ADC/sek

cc: Sanford Weinreb  
Dr. Murray Friedman  
Benjamin S. Loewenstein  
Samuel Spiegler

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Council, Philadelphia Region

December 13, 1973

Rev. Walter H. Smyth  
P. O. Box 20809  
Airport Branch  
Atlanta, Ga. 30320

Dear Walter:

A Religious News Service dispatch of December 5th mentioned your appointment as Vice-President for International Relations and Team Activities of the Billy Graham Evangelistic Association. I know you will be assured of my best wishes and congratulations as you assume these new and crucial duties.

As one who is well aware of the efficiency and high professional competency of the Billy Graham organization, I am thrilled with your appointment to this important post.

Walter, I know you will be assured of my prayers for you and your family as the Christmas and New Year holidays approach.

Warmest personal regards.

Cordially,

Gerald Strober

GS:as

December 10, 1973

Mr. C. Edward Lawrenson  
National Association For Justice, Inc.  
1100 N. W. 17th Street - Suite 915  
Washington, D. C. 20036

Dear Mr. Lawrenson:

Your November 13 letter addressed to Dr. Walter Smyth was received just as he was preparing to leave for Team Meeting, so he asked me to write an interim response.

Mr. Smyth is in Europe now with Mr. Graham and Mr. Barrows. They will all see copies of this correspondence, however, when they return to this country later in December and I know that they will be in touch with you again, as soon as possible.

Very sincerely yours,

Eva M. Prior  
Secretary to Dr. Smyth

EMP:js  
cc: Mr. Gerald S. Strober

C  
O  
P  
Y



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November 13, 1973

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Dr. Walter Smyth  
Post Office Box 20809  
Atlanta, Georgia 30320

My dear Dr. Smyth:

It was indeed my pleasure to discuss NAJ and our projected activities with you and other members of your staff. Needless to say it was gratifying to hear your response both to the prison religious activity function and the Victimization Fund that we deem so urgent at this time. I have this date directed a letter to Mr. Gerald S. Strober soliciting his support (copy attached hereto). I will contact Mark Tanenbaum and Bishop Fulton Sheen this date for their support.

Please extend my thanks to Mr. Cliff Barrow for the time which he dedicated to our discussion, and also for his candid opinion and sanction of our program. I would certainly appreciate a letter from you outlining the fact that Dr. Billy Graham and the Evangelistic Association will support our cause in the above mentioned areas.

Very truly yours,

*C. Edward Lawrenson*

C. Edward Lawrenson  
National Executive Director

Enclosure

mhf

*cc. Gerald Strober*