



THE JACOB RADER MARCUS CENTER OF THE  
AMERICAN JEWISH ARCHIVES

*Preserving American Jewish History*

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

Series E: General Alphabetical Files. 1960-1992

Box 86, Folder 5, NBC "Holocaust" - Australia, 1978.



AUSTRALIA

shown in June 78, shattering all previous records--72% of the audience<sup>share</sup>/watched highest rating ever --topped Roots slightly. Channel 7 got a 15 point lead over its competitors for the week's prime time ratings.

Sunday Telegraph: before airing, told readers it was "TV Shock of the Year," and TV Times gave it a major preview. Sydney & Melbourne--June 26, 27,28,29 after showing: controversy.

1 million people in Sydney saw it each night, 41.5% of viewing audience there, up to 47% of viewing audience.

day before it was shown, one paper wrote "For God's sake watch H on Channel 7. Don't miss the television recreation of events that shook the world 40 years ago." "try to imagine it happening today to the men, women and children of Sydney and Melbourne... Let us promise ourselves that it will never happen again."

The Daily Mirror on 6/27 "It is a powerful, moving reproduction of a terrible time, but it makes harrowing viewing, especially for the bits about the children." --in the Square Eye column

received a 47% rating, peaked at 51 rating, which was equal to a 72% share of the audience.

Daily Mirror ran series "Survivors Tell the Mirror of the Horrors of the Hitler Death Camps," which began:

"One day two years ago Joseph Pakula went back to Auschwitz... sunshine and flowers, he thought. How unlike Auschwitz. Four million people had died here and Pakula had seen thousands of them head for the gas chambers and the oven."

Recalls how the door burst open and he and his wife are arrested, ... he lost wife, daughter, father, his 6 brothers and his 2 sisters.... 141445 tattooed on his arm.

The fundamentalist newspaper, Truth, ran story Holocaust and Jews--Why.

Australia

Veritas, a critic, wrote, "Phew! What a let down Holocaust turned out to be: What a shodd-, disappointing insult to the memory of the 6 million Jews murdered during Hitler's NAzi regime."

, "After a preview of the first three hours, I advised you not to miss it... and I now apologize for my rashness."

Channel 7 ~~now~~ printed up a large booklet of educational material for the show (how many?????????????????) on:

plot, characters, nightly developments, a historical context essay going from Roman times through East European and Church anti-semitism, Germany, the War, the Final Solution, and the Tool it took. It included a historical analysis and bibliography by Byron L. Sherwin, Professor, Spertus College of Judaica. A cast of the real Nazis; descriptions of places, e.g. Warsaw ghetto, concentration camps; a bibliogrpahy on books by Christian scholars on Holocaust impact and on Christian guilt; a glossary of terms e.g. Euthanasia Program, Gypsies, I.G. Farben, Jewish Armed Resistance, etc."

share: share of those who actually watched TV that night

rating: % of all sets (of the max. possible audience)