



THE JACOB RADER MARCUS CENTER OF THE AMERICAN JEWISH ARCHIVES

Preserving American Jewish History

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

Series G: Speaking Engagements. 1975-1992

Box 108, Folder 14, American Values Institute [Mountainside, N.J.]. 1979.



NBC

National Broadcasting Company, Inc.

Thirty Rockefeller Plaza
New York, N.Y. 10020 212-664-4444

Bettye King Hoffmann
Vice President
Program Information Resources

October 26, 1979

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

Dear Rabbi Tannenbaum:

We want you to know that it was with considerable reluctance that NBC decided to postpone the Conference in Ft. Lauderdale planned for December 6-9. The decision was particularly difficult because we appreciated the inconvenience this step might cause you. Moreover, the American Values Institute and the Planning Committee of Voluntary Organization leaders had already done extensive and effective preparation for the Conference.

Our goal has been to make the conference the best possible. Unanticipated situations that developed last week led us to conclude that the best way to assure that the meetings would be as productive and rewarding as possible was to reschedule them. For one thing, the Conference had taken on such significance that our top Program Department executives, whose presence would add measurably to the discussion, had asked to participate. The first week in December, however, is precisely when the selection of new program material requires their presence on the West Coast. At the same time, some of the Voluntary Organization representatives advised us that they were experiencing scheduling problems.

Rabbi Marc Tannenbaum
October 26, 1979
Page 2

As soon as a new date is set, we will be in touch with you. In the meantime, if you have any suggestions about dates, location, content, or direction for the conference, we would like to have them.

We regret any inconvenience the postponement may have caused you and hope that you will be able to participate in next year's conference.

Sincerely,

Bettye King Hoffmann
Bettye King Hoffmann





**American
Values
Institute**

1537 Deerpath, Mountainside, N.J. 07092

October 23, 1979

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

Dear Marc:

Cancel

By now you have received word of the postponement of the NBC Conference with Voluntary Organization leaders in Ft. Lauderdale December 6-9. NBC's decision, about which they are writing to you separately, was made in order to assure that we would have the best conference possible. We want to extend our sincere regrets for any inconvenience this change may have caused you.

To assist us in rescheduling the conference, we would like to know the best and worst times from your point of view. We would also appreciate receiving any other suggestions you may have.

Thanks for your help and understanding.

Sincerely,

Charlie

Charles Brackbill

July 19, 1979

Mr. Charles Brackbill, President
American Values Institute
1537 Deerpath
Mountainside, New Jersey 07092

Dear Mr. Brackbill,

Rabbi Tanenbaum has asked me to respond to your recent letter of invitation to a meeting in Fort Lauderdale to be held December 6 through December 9. It is his intention to attend that meeting.

The rabbi is currently on vacation and after a trip to Europe and Israel with other members of the President's Commission on the Holocaust should be back in our offices on or about the fifteenth of August.

Please forward any materials pertinent to the meeting to our office and I know that Rabbi Tanenbaum will respond personally upon his return.

I have enclosed some recent clippings covering his activities which will surely be of interest to you.

Sincerely,

Miss Rita P. Reznik
Secretary to Rabbi Tanenbaum

RPR

Enclosures



**American
Values
Institute**

1537 Deerpath, Mountainside, N.J. 07092

Rabbi Marc Tannenbaum
American Jewish Committee
165 East 56
New York, N.Y. 10022

Dear Marc:

Last January we organized a conference of major voluntary organization leaders and NVC-TV executives. The meetings were held in Ft. Lauderdale, and were very successful in terms of opening up understanding.

Thirty-five groups were represented, most of them by chief officers. The conference grew out of our work for NBC in "valuing" on the local level.

We are now planning a second conference to be held in Ft. Lauderdale again, beginning Thursday evening Dec. 6 and ending Sunday afternoon, Dec. 9. We would like very much to have you join us this year.

A small group from the first conference is meeting to help plan the agenda. Our basic purpose is to have a free exchange of ideas about television. In our first meeting we discussed values, stereotyping, sex, commercials, racism, violence, children's programming, and the nature of television in our society. Again we hope to explore the degree of consensus and of conflict in these and other issues as they relate to values in American life.

Please let me know if you can come this year. I will send a registration form and details if I know you can make it.

Sincerely,

Charles
Charles Brackbill