



# 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 109, Folder 4, Jewish Week [Cedar City, Utah]. 12-16  
November 1984.





## SOUTHERN UTAH STATE COLLEGE

September 24, 1984

Rabbi Marc H. Tanenbaum  
American Jewish Committee  
165 East 56 Street  
New York, New York 10022

Dear Rabbi Tanenbaum,

This letter is to confirm with you the specifics of your visit to Southern Utah State College as the featured speaker for the College's Jewish Week and as a Convocation guest. We are delighted that you have accepted this invitation, and we look forward to hosting you on our campus.

Your lecture is scheduled for eleven o'clock Thursday, November 15. Attendance generally ranges from five to eight hundred. The lecture period is fifty minutes in length and, if desired, the last few minutes could be opened to question/answer dialogue.

It is my understanding that an honorarium of \$2000.00 has been established. In order to initiate paperwork for the honorarium, would you please complete the necessary section of the enclosed memorandum of agreement and return one copy to my office.

Upon confirmation of your arrival and departure time, we will outline a detailed agenda for your stay with us. Your lecture will highlight Jewish Week activities and our fall Convocation Series.

Additional enclosures should tell you something about Southern Utah State College, its students and faculty as well as Cedar City and the surrounding area.

Also enclosed are preliminary outlines of SUSC Jewish Week activities. We anticipate intermountain and national focus on SUSC as a result of the intense November 12-16 programming uniquely planned to augment the CPB/PBS telecourse Heritage: Civilization and the Jews.

If I can be of further assistance or answer questions, my telephone number is 801-586-7756.

Sincerely,

Lana Johnson  
Convocation Coordinator





## SOUTHERN UTAH STATE COLLEGE

September 28, 1984

Dr. Neil C. Sandberg  
The American Jewish Committee  
Suite 315, 6505 Wilshire Blvd.  
Los Angeles, CA 90048

Dear Neil,

Thank you for your letter about preparing a paper for me. I must apologize for putting additional pressure on you and Rabbi Tanenbaum, since I've just recently received some relevant advice from President Sherratt. I wanted to let you know by return mail that the President just advised me to cancel my plans for a memorial book. He has made a similar effort several times, and in his opinion it is a very difficult task and one which requires a considerable investment.

He agrees that the book would enhance the importance of the week, but advises that unless I am successful in obtaining financial support it would be wise to devote time and energy to other efforts. I have one proposal in to a foundation for partial funding of a book, but have not received a response.

Therefore, let's take the pressure off both you and me (and the staff members whom I had alerted) and cancel the the book project. I have the feeling that obtaining papers from local activity directors would be like pulling teeth. Would you pass this word to Rabbi Tanenbaum? I hope he hasn't invested his scarce time. If he has, we might prepare a small brochure that could be disseminated.

Neil, I'm remiss in not preparing more documentation for you and the Steering Committee, however there have been so many time demands for the project, which (I have to remind myself) is not in my job description. We will be having a Steering Committee meeting on October 10. You would, of course, be very welcome--but I recognize the realities of your time constraints. I promise to report to you immediately following that meeting.

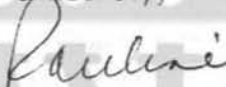
Dr. Neil C. Sandberg  
September 28, 1984  
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To close on a positive note, we are receiving many expressions of interest. I'm enclosing a copy of the letter I've sent to principals and teachers in seven counties. My presentations to superintendents have gone very well. We will have a high level of involvement from the public schools.

I've been able to tell recently that I'm showing some strain. The Dolowitz's were here last week, and made a big point of reassuring me that everything was coming along well and that if not another thing were done, we would have a successful and significant event. I appreciate their support and concern.

Also, let me express again my deep appreciation for all you have done to support our efforts.

Sincerely,



Mrs. Pauline H. Nelson

Enclosure





Southern Utah State College's  
JEWISH WEEK  
November 12-16, 1984

To Public School Principals and Classroom Teachers

Southern Utah State College is eager to encourage the participation of your class(es) in the activities of Jewish Week. There is great diversity in the exhibits and activities, and it is our goal to make it possible for students of all ages to gain an understanding and an appreciation of the mosaic of Jewish culture, tradition, and history.

A detailed schedule of the week's activities is attached, but we would like to list for you the elements that could be combined for an individualized, guided tour for your students. Also, we have tried to simplify the procedures so that you can make a reservation, come to campus, and be assured that arrangements have been made for your tour.

For Reservations: Call the SUSC Scheduling Office, 586-7762 (Mrs. Shelley Olsen) and make sure that a time convenient for you is available. Complete and mail the attached reservation form, to confirm your appointment. A copy of the reservation form will be returned by mail to you, verifying the place where your bus or cars should be parked, where you will meet your tour guide, and the sequence of the activities scheduled for your class.

Suggested Activities for Public School Students. The Detailed Schedule lists all displays and activities; however, your tour can be individually structured to meet your curriculum needs and appropriate material for your students. For public school students we especially recommend the following exhibits and activities:

- #1. Braithwaite Fine Arts Gallery. "The City As A Museum." A photographic exhibit of the modern art and architecture of Jerusalem.
- #2. Science Building Foyer. "The Einstein Centennial Exhibit." Professor Steven Heath, Physical Science Department Head will reserve a classroom and schedule a professor or senior student to explain and discuss the exhibit.
- #3. SUSC Library. There will be displays in the Foyer exhibit cases, book displays, and free reading lists for both adults and children.



- #4. Special Collections Library. The Holocaust exhibits will be displayed in this room. Large maps will show the Nazi territory, the places where significant events (such as Crystal Night) took place, and the sites of the work camps and death camps. Other information, such as pre- and post-war population statistics are presented. There will be two picture exhibits, "I'll Never See Another Butterfly" (the art and poetry of the children of the Teresienstadt death camp) and the Leskiew Exhibit (caricatures of everyday life in the camp). In addition, at selected times, two persons who are child survivors of the camps will be present to discuss the exhibits. They will be prepared to respond to questions and to discuss the humanitarian activities of the Righteous Christians.
- #5. Three movies, one videotape, and/or two slide-tape presentations may be scheduled in the Library Seminar Room. The choices are described below:
- #5a. "The Chosen," a 2-hour movie presenting contemporary American Jewish experience and aspects of differing religious philosophies.
  - #5b. "The House on Hester Street," a 90-minute movie describing the American immigrant experience.
  - #5c. "The Garden of the Finzi-Contini," a 90-minute movie portraying the experiences of an Italian Jewish family during World War II. An artistic and symbolic presentation of the family's increasing isolation and retreat into their garden, which is symbolic of their Jewish heritage.
  - #5d. "History of the Jews in Utah," a 30-minute videotape produced by KUED, broadcast for the first time on November 12.
  - #5e. "Precious Legacy," a slide presentation of the Smithsonian exhibit which will be shown in San Diego this fall. It presents a collection of the finest Jewish art from pre-war Czechoslovakia, collected and preserved by the Nazis for their planned "museum to an extinct race."

#5f. "Vanished World," a slide presentation of a 1936-1938 photo-documentary of the Jewish villages, towns, and people of Poland and Eastern Europe. Roman Vishniac's pictures are a stunning record of people and a way of life that is gone.

#6. "The Jewish Exposition" will be presented in The Great Hall (SUSC Student Center). A variety of displays will be on display: artistic and ceremonial objects from personal collections of Jewish families from the Salt Lake City, Las Vegas, and Southern Utah areas; Jewish costumes, traditional household and religious objects. Replicas of a Passover Table and a Sabbath Table will also be prepared. Docents will be in attendance to answer questions and to interpret the meaning and significance of the exhibits.

In addition, on the SUSC Quad at times specified in the Detailed Schedule, San Christopher of the SUSC Dance Department will provide lecture-demonstrations of Israeli Folk Dancing, and the SUSC Student Government will host a Jewish Food Fair. Traditional finger foods will be available at minimal costs.

Please refer to the Detailed Schedule for other events: SUSC Convocation, Humanities Seminar, Cedar City Music Arts Concert, and the on-campus version of the telecourse. See your TV Schedule for the broadcast times for the telecourse.



THE AMERICAN JEWISH COMMITTEE

**date** October 3, 1984  
**to** Gladys Rosen  
**from** Neil Sandberg  
**subject** cc: Marilyn Braveman  
Harold Applebaum/  
Marc Tanenbaum ✓  
Jim Rudin

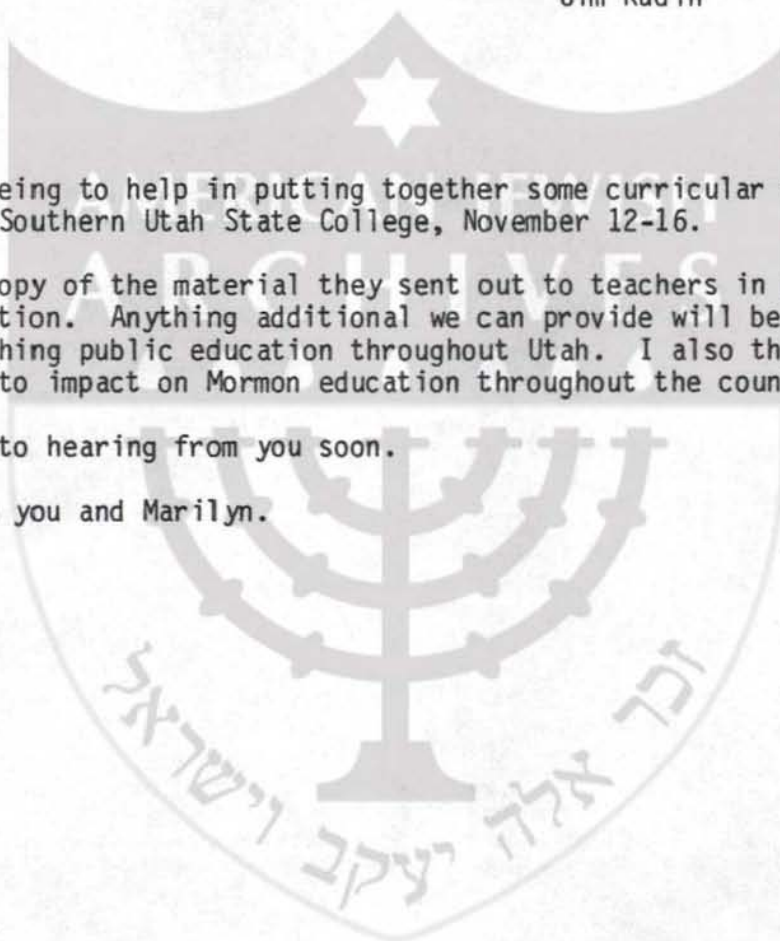
Thanks for agreeing to help in putting together some curricular materials for Jewish Week at Southern Utah State College, November 12-16.

Attached is a copy of the material they sent out to teachers in Utah inviting their participation. Anything additional we can provide will be extremely helpful in reaching public education throughout Utah. I also think we will have an opportunity to impact on Mormon education throughout the country.

I look forward to hearing from you soon.

Best regards to you and Marilyn.

NS/klg





# NEWS

FROM THE

# COMMITTEE



**THE AMERICAN JEWISH COMMITTEE** Institute of Human Relations, 165 E. 56 St., New York, N.Y. 10022, (212) 751-4000

The American Jewish Committee, founded in 1906, is the pioneer human-relations agency in the United States. It protects the civil and religious rights of Jews here and abroad, and advances the cause of improved human relations for all people.

*MORTON YARMON, Director of Public Relations*

**FOR RELEASE AFTER 11 A.M.,  
TUESDAY, NOV. 13, 1984**

NEW YORK, Nov. 13 . . . American Jews, though they seem to shift with current political moods, are still more liberal than their fellow Americans.

This is the overall conclusion of a general poll of American Jews and of an analysis of how they voted in the 1984 Presidential election, both of them done by the American Jewish Committee and made public this morning at a news conference at AJC headquarters in New York.

Dr. Steven M. Cohen, who directed the 1984 version of the "National Survey of American Jews" for the AJC, the fourth he has done since 1981, was on hand to discuss his findings, based on questions directed to 959 Jews nationwide between April and August 1984. The purpose of the study, he explained, was to "discern attitudes on major public issues, and to understand how certain social and demographic characteristics influence political thinking." Dr. Cohen is Professor of Sociology at Queens College, N.Y., and Visiting Professor at Hebrew University.

With him at the news conference was Milton Himmelfarb, Director of AJC's Information and Research Services, and an editor of the American Jewish Year Book. Mr. Himmelfarb and Geraldine Rosenfield, of the AJC staff, helped to design Dr. Cohen's questionnaire.

Among American Jews, Dr. Cohen reported, he found that "self-defined liberals" outnumbered conservatives by more than 3 to 2, with "middle-of-the-road Jews" about as numerous as the liberals. Thus, he concluded, "many more Jews than other Americans are liberal, and far fewer call themselves conservative."

**NOTE:** For a review copy of "National Survey of American Jews," write to Morton Yarmon, American Jewish Committee, 165 E. 56th St., New York, NY 10022



Dr. Cohen found further, in the period when he was polling, which was before the 1984 election but in the midst of the primary campaigns, that Jewish Democrats outnumbered Republicans by more than 4 to 1, but he added that the Democratic proportion had been shrinking in recent years in favor of Independents.

Mr. Himmelfarb, armed with figures that have just been released on how Jews actually voted in the 1984 election, reported that, on the basis of exit polls, Jewish voters apparently gave two-to-one support to Walter F. Mondale, the Democratic Presidential candidate, over President Ronald Reagan.

However, Mr. Himmelfarb stressed that other studies indicated a narrower division between the two, and Dr. David M. Gordis, AJC Executive Vice President who chaired the news conference, said that AJC was undertaking its own analysis of all available data "in order to establish accurate and definitive figures." He added: "The American Jewish Committee will interpret the significance of the Jewish community's participation in the election only after we are confident that accurate and definitive figures are available."

On specific public issues, Dr. Cohen found that a majority of American Jews held these views:

- \* Opposition to quotas in hiring minorities (by 64 to 22, with 14 not sure), but support for affirmative action in other forms (by 70 to 20, with 10 not sure).

- \* Support of the goals of social welfare (by 75 to 17, with 8 not sure), but split on their effectiveness and on maintaining financial support (by 64 to 23, with 13 not sure).

- \* Security oriented on crime: support for both gun control (by 90 to 7, with 3 not sure) and capital punishment (by 68 to 20, with 12 not sure).

- \* For "gay rights" (by 87 to 9, with 4 not sure), but troubled by the rise in homosexuality (by 43 to 49, with 8 not sure).

- \* For Church/State separation: in tuition tax credits (with 63 opposed and 29 in favor, and 8 not sure) and in silent meditation in public schools (with 70 opposed and 21 in favor, and 9 not sure).

- \* Support for "dovish" or "detentist" U.S. policies toward the Soviet Union. By 84 to 17, the respondents registered in favor of the U.S. agreeing to a nuclear freeze with the Soviet Union; they disagreed, by 55 to 29, with 17 not sure, to a question asking if the U.S. should be more forceful in dealings with the Soviet Union even if the risk of war were increased; by 66 to 25, with 9 not sure, they agreed that whether President Reagan was factually correct, he displayed poor judgment when he called the Soviet Union an "evil empire."



\* The respondents were generally for less military spending but also for a strong U.S. military to back up Israel. They agreed that military spending should be cut "to help reduce deficits and relieve world tensions," by 59 to 27, with 14 not sure. And on the question whether the U.S. should maintain a strong military capacity "to be a reliable military supplier of Israel," 61 approved, 24 disagreed, and 15 were not sure.

On other public issues, Dr. Cohen found that American Jews were split on protecting extremists' civil liberties, supported capitalism over socialism, were split on the use of U.S. military force, opposed nuclear power plants, and supported staying in the United Nations.

Dr. Cohen found American Jews to continue the sense of being a minority group, with most of them believing that American anti-Semitism continues to threaten them, that conservative groups were more anti-Semitic than liberal groups, and that other ethnic groups, particularly blacks, were more anti-Semitic.

In analyzing the political sentiments of American Jews, Dr. Cohen said that historically they had "shaded toward the left of the national center," disproportionately supporting the Democratic Party and liberal social movements and organizations.

In recent years, he pointed out further, American Jews have "confounded the logic" of those who anticipated a rightward shift because of their affluence, finding them still supporting liberal candidates and issues. He speculated that American Jews might have been influenced by their difference with blacks, by their differences with liberal anti-militarism and anti-interventionism because of support for Israel, and by their support of a hard line against the Soviet Union because of Soviet opposition to Jewish interests.

However, he added, recent exit polls and public opinion surveys still report disproportionate Jewish support for liberal candidates and issues. He commented:

"It seems the national political center has moved right over the last fifteen years or so...and Jews have moved accordingly. However, it still appears that the center of the Jewish political spectrum is as left of the national center as it has been for decades." He added:

"Why — and whether — Jews lean to the liberal side of the political spectrum remains a mystery, in part because of the limited research thus far on their political attitudes, values, and beliefs."

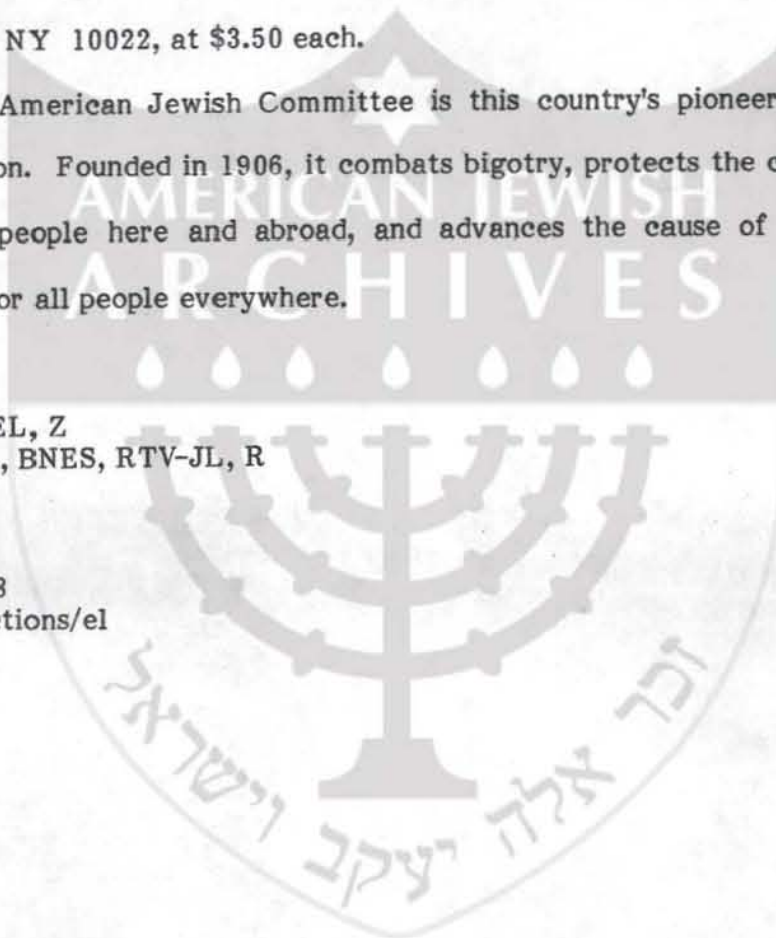
Dr. Cohen explained that his data were derived from 959 mail-back questionnaires returned by households with "distinctive Jewish names," as listed in the nation's telephone directories. He added that the characteristics of this sample were compared with data from a more costly data collection technique used in the 1981 Greater New York Jewish Population Study, conducted by himself and Dr. Paul Ritterband, pointing out that such comparisons revealed "few if any significant differences."

Copies of Dr. Cohen's study, when available, will be on sale at the Publications Service of the American Jewish Committee, 165 East 56th Street, New York, NY 10022, at \$3.50 each.

The American Jewish Committee is this country's pioneer human relations organization. Founded in 1906, it combats bigotry, protects the civil and religious rights of people here and abroad, and advances the cause of improved human relations for all people everywhere.

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## HERITAGE: Civilization and the Jews

### A Proposal

#### SUMMARY

Southern Utah State College seeks support for a week of cultural and intellectual activities to enhance its sponsorship of the CPB/PBS Telecourse, "Heritage: Civilization and the Jews."

#### INTRODUCTION

Southern Utah State College (SUSC) the only four-year state institution of higher education south of Salt Lake City, has an enrollment of 2,550 students and offers a comprehensive academic and vocational education program. The College fund-raising and development activities augment the operation of the institution, primarily in areas that are not likely to receive state tax-dollar support.

#### ASSESSMENT OF NEED

To fulfill its role as the cultural center of Southwest Utah, Southern Utah State College will embark of a major new thrust to promote and recognize scholarly activity among its faculty and studentbody; to expand the cultural, social, historical, sociological horizons of the College community; and to enhance the zest for life-long inquiry in its larger service area.

#### DESIGN OF THE PROJECT

This initial effort, to develop and test a model for future applications, will be one week of activity supporting and amplifying the material contained in the CPB/PBS Telecourse, Heritage: Civilization and the Jews. The scheduled events will be mutually reinforcing and will provide an opportunity for personal observation and experience of the tapestry of Hebrew culture through art, music, drama, dance, food, lectures, books, film, and scholarly discourse. The project activities will be coherent--individual, but integrated events--so participants will have the opportunity to observe or participate; to earn college credit or engage in self-directed, non-credit study; to develop knowledge, understanding, and appreciation of a fundamental aspect of man's historical and cultural tradition.

## PLAN OF ACTION

The preliminary planning, much of which has been completed, includes the following activities:

Appoint a steering committee

Identify resources:

Advisory groups

Information resources

Artistic and cultural resources

Develop a master schedule for organizing, planning, and executing the special events

Develop an evaluation plan, which will assist the College in assessing the practicality and appropriateness of future efforts

## ABILITY TO CARRY OUT THE PROJECT

SUSC has been pre-eminent in Utah in its commitment to the sponsorship and implementation of telecourses as a means of meeting the needs of formal and informal learners. This is one part of the College's commitment to those in its service area, rural Utah. It is appropriate, then, that the College further expand its role as a cultural center and develop a spectrum of events that will reinforce, amplify, and further enhance the telecourse offerings.

The College has pledged its administrative and operational resources to the successful completion of this project. The members of the various committees are listed in an attachment. Particular attention should be given to the accomplishments and experience of President Gerald R. Sherratt (founder and producer of The Festival of the American West), Fred C. Adams (founding and producing director of the Utah Shakespearean Festival), and Lana Johnson (coordinator of the SUSC Convocation Series). Each of the other members of the committee has specific preparation and experience that support the various activities, their design, production, and presentation.