



THE JACOB RADER MARCUS CENTER OF THE  
**AMERICAN JEWISH ARCHIVES**

**MS-763: Rabbi Herbert A. Friedman Collection, 1930-2004.**

Series H: United Jewish Appeal, 1945-1995.

Subseries 4: Administrative Files, 1945-1994.

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Box	Folder
39	4

Film. "Morocco." 1963.

For more information on this collection, please see the finding aid on the  
American Jewish Archives website.

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C O N F I D E N T I A L

7 June 1963

Honorable Moshe Sharett  
Jewish Agency  
P.O.B. 92  
Jerusalem, Israel

Dear Moshe:

In the course of our conversations here last week, one of the items I raised was the question of a campaign film for 1964 dealing with emigration from Morocco. At the outset I indicated that we were fully aware of the difficulties and dangers which might be involved in project. However, I also pointed out our very great need for effective campaign tools for 1964, and our feeling that this project would be an extremely useful one.

You asked whether this film could be done without mentioning the name of the country. It can; this will not in any way limit its usefulness. I need not emphasize that it is to be shown only to selected audiences.

Since I talked with you, we have had discussions on the film with Charles Jordan, Moe Leavitt and Sam Haber of the JDC, and with Gaynor Jacobson, the European director of United HIAS Service. None of these is ready to state flatly that the filming can be done without possible risk; they also indicate however, that objective political conditions may bring about complications whether we film there or not. I think it would be fair to say, therefore, that this project is a calculated risk. To minimize the problems, the filming is to be done as quickly and unobtrusively as possible. The people running the operation in Morocco will be asked to try to select beforehand two or three possible locales where a cameraman will be least likely to call attention to himself -- either an isolated Jewish village or a town in which the Jewish quarter is somewhat separated from the rest of the town.

The procedure will then be for Irving Dickman, the Public Relations Director of the JDC, to check in with your man in Paris to work out all the details and methods of procedure. Dickman will then go into Morocco, alone or with an assistant-interpreter, about a week before the scheduled ship. He will select the locale and the family he wants to follow through the entire operation. His cameraman -- probably a Swiss -- will arrive only a day or

7 June 1963

so before the actual filming is to be done. To simplify matters, the cameraman will bring along only a single small camera; he will not bring any lighting equipment, even though this will limit what he can film.

The actual filming will be done in one or two days, at the maximum. It will show the family selected and the way in which they live. It will try to convey the atmosphere of Jewish life in a Moslem country strongly and forcefully, so that when the final scenes of the film show the family arriving at its new home in Israel, audiences will really understand this extraordinary transition, not only across the seas, but across the centuries.

If Dickman and his crew are to leave Morocco aboard the same ship as the family, the suggestion is that their Moroccan schedule be handled through the UHS people, with no contact with JDC. Alternately, they could come in as a JDC team, ostensibly to film JDC programs, then fly back to Marseilles and pick up the family upon its arrival there and follow it through to Israel.

Filming will also take place in Grande Arenas, the Jewish Agency camp near Marseilles, then aboard the ship enroute to Israel, on the dock in Haifa, and on the bus to the end-destination. It will need to be arranged, therefore, that the family chosen be expedited all along the way, and the film team be given all the necessary clearances and cooperation by those involved in the handling of the movements.

We have been informed of the ship-schedule for June. However, in view of the time needed for making the necessary arrangements, we would hope to do the filming in connection with the first ship in July. To work backward, Dickman would then expect to meet with your man in Paris ten days or two weeks before that, namely, the second or third week in June.

I would, therefore, ask you to cable me your reply as quickly as possible, and that you let me know how you would like us to proceed. You understand that I would not be pursuing this so vigorously if I did not feel that this film would be a major asset to the campaign.

With all good wishes, I am,

Cordially,

HAF:gb

Herbert A. Friedman

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## CABLEGRAM

W. P. MARSHALL, PRESIDENT



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		UNITED JEWISH APPEAL	

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MARK "W. U. CABLES" HERE**

To SHARETT

JUNE 6, 1963

JEVAGENCY  
JERUSALEM (ISRAEL)

Via W.U. CABLES

YOU WILL RECALL I SPOKE TO YOU REFILM IN MOROCCO SENDING YOU LONG LETTER  
WITH DETAILS PLEASE CABLE ANSWER REGARD

FRIEDMAN

# WESTERN UNION

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INTERNATIONAL COMMUNICATIONS

## CABLEGRAM

W. P. MARSHALL, PRESIDENT



NO. WDS.-CL. OF SVC.	CASH NO.	CHARGE TO THE ACCOUNT OF	TIME FILED
		UNITED JEWISH APPEAL, 165 W. 46th St.	

To SHARETT  
JEVAGENCY  
JERUSALEM (ISRAEL)

SENDER MUST  
SPECIFY ROUTE  
MARK  
"W. U. CABLES"  
HERE

June 20 19 63

Via \_\_\_\_\_

SINCE YOU AGREE FILM IN PRINCIPLE WOULD DEEPLY APPRECIATE IT IF YOU COULD CABLE OR  
WRITE DETAILS EXECUTION YOU WISH US OBSERVE STOP AS YOU KNOW WE MOST AWARE THAT  
FILM MUST BE DONE WITH UTMOST CARE STOP YOUR SUGGESTIONS ESSENTIAL AT ONCE IF WE  
TO MAKE FILM ON TIME STOP AS PER MY LETTER IRVING DICKMAN READY GO PARIS IMMEDIATELY  
TO MEET WITH YOUR REPRESENTATIVE FOR FINAL ARRANGEMENTS AND THEN PROCEED FILMING AREA  
WARMEST REGARDS

FRIEDMAN