National Academy - National Assoc.
NATIONAL ARTS CLUB

file

NATIONAL ASSOCIATION OF BROADCASTERS

535 FIFTH AVENUE

NEW YORK 17, N. Y.

OFFICE OF
COORDINATOR OF LISTENER ACTIVITY

January 2nd, 1947

~~Confidential~~

Mrs. Eleanor Roosevelt
29 Washington Square West
New York City, New York

Dear Mrs. Roosevelt:

Once again there has been some conversation about my possible service in the United Nations Information Division. The utilization of radio to tell the United Nations story is a subject near my heart. As you know due to the present policy of our industry - I am not able to take aggressive action here or abroad. Because of present responsibilities and potentialities, my work as NAB Coordinator of Listener Activity must not be jeopardized. In other words, I am not publicly job hunting. This may not be the time for me to change but I am of the opinion that we need to get busy. At best world projects are slow to get organized and functioning.

The attached memo will give you a glimpse of what I should like to undertake and which I believe is within accomplishment. It is only a beginning.

If you can discuss the matter off the record, I should be most grateful. I understand there is a problem of budget and equable distribution of jobs among the United Nations family. However, my assignment as Convener of Radio for the International Council of Women and a backlog of American radio interests should be useful. Through some recent contacts I hope to encourage larger export of receiving sets and equipment.

This must not be considered as a personal matter - but rather one of expediting the most important job in the world - that of uniting nations.

I deeply appreciate your help. Sincere wishes for a triumphant 1947.

Cordially,

Dorothy Lewis

DL/les

Dr Herbert Houston & I are working together on the World Education Service Canal - an international project for youth.

Confidential To
Mrs. Eleanor Roosevelt

THIS IS A PROPOSAL THAT THE UNITED NATIONS

CREATE THE OFFICE OF

"RADIO COORDINATOR OF WOMEN"

IN THE

UNITED NATIONS INFORMATION DIVISION

Presented by
Dorothy Lewis
December 31th, 1946

The following are suggested projects to be undertaken at once:

Within the Broadcast structure -

Coordinate women commentators and executives on all broadcast systems of the United Nations.

Establish an Advisory Board of distinguished women - Lady Reading, Elizabeth Long, as examples.

Call an international conference September 1947 concurrent with the International Council of Women's Quintenial Conference at the University of Pennsylvania, Philadelphia, Pa.

Develop liaison with UNESCO, Committee on Status of Women, FAO and other appropriate United Nations machinery.

Prepare releases for broadcast by women beamed to women listeners.

Set up record of what is being done by women in all United Nations countries through scripts and transcriptions.

Promote exchange of material from women in all United Nations countries.

Encourage women broadcasters to cultivate top leadership in lay fields for interview purposes and to do public relations for the United Nations.

Stimulate interest in radio classes in schools and universities.

Ultimately set up regional conferences.

Within reasonable period, make comprehensive tour of major countries after careful preparation.

Establish United Nations scholarships for top women broadcasters.....

and

Coordination of Women Listeners -

As Convenor for the International Council of Women, there is broad opportunity to work with major women's groups throughout the world.

Contact radio chairmen where operating (70,000 in United States alone), and encourage appointment where non-existent.

Establish Radio Councils or committees of top women in radio and lay leaders to promote United Nations projects through the medium and at radio conferences.

Encourage discussion groups to study United Nations programming.

Work with Youth Groups and Educators..... and

Hundreds of other projects, but this is enough to begin on.

My Record - In Radio

Pioneered women's programs and public service by organizations in 1928.

Managed a station -(1930-1932).

Carried 15 programs, sponsored and sustaining for seven years.

Made three nationwide surveys and written three books.

Held 600 Radio Conferences.

Made 1,500 Radio Speeches

Made 1,000 broadcasts on the subject of radio.

Reached 25,000,000 persons through conferences, broadcasts and newspapers.

Written articles about radio for magazines.

Organized the Association of Women Broadcasters with 1,000 members on 500 stations in 350 cities.

Know personally 1,000 radio executives.

Have contact with many other broadcasting systems.

My books have been in the U. S. State Dept. and libraries throughout the world.

Established nationwide campaign over 800 stations with United Nations International Organization cooperation in 1945.

Attended two world conferences - at San Francisco, and the FAO at Quebec - and sent back 100 releases for use on 800 stations.

Established 50 Radio Councils in the United States with 5,000,000 members with top leadership participating; special United Nations campaign in 1946.

Outside Radio

World Friendship College Course - 1916

My father built and managed a world insurance business in every continent and major countries.

My husband is also engaged in a world business.

I established an import-export business with Latin America 1934-1938.

Maintained Latin American shop at John Wanamaker's in New York.

For ten years gave International Programs on concert stage, using repetoire of 1,000 songs of major countries, using French, German and Italian.

These people (to name a few) would recommend me, I believe, if I asked them -

Miss Minerva Bernardino	)
Carlos Romulo, etc.	) United Nations
Walter Brown (aid to Mr. James Byrnes)	)
Mr. William Benton	)
Mr. Francis Russell	) State Department
Sir John Boyd Orr	)
Mr. Gove Hambidge	) FAO
Clinton P. Anderson	) Secretary of Agriculture
Sir Girja Bajpai	) Indian Agent
Carl Berendsen	) New Zealand
Lester B. Pearson	) Canada
Mme. Henri Bonnet	) France

Paul Porter, former FCC Commissioner.
Dr. Frank Stanton, President, Columbia Broadcasting System
Edgar Kobak, President, Mutual Broadcasting System.
Mark Woods, President, American Broadcasting Company.
Niles Trammell, President, National Broadcasting Company
Justin Miller, President, National Association of Broadcasters
Alma Kitchell, President, Association of Women Broadcasters
Members of Board of Directors of the National Association of Broadcasters
Mr. David Sarnoff, President, Radio Corporation of America
300 top station managers.
Sterling B. Fisher, National Broadcasting Company
Kathleen Lardie, President, Association of Education by Radio
Frank Burke, Editor of Radio Daily
George Rosen, Editor of Variety
Bruce Robertson, Senior Editor of Broadcasting Magazine

Baroness Boel of Brussels, President, International Council of Women
Mrs. Ambrose N. Diehl, President, United Council of Women
Mrs. LaFell Dickinson, President, General Federation Women's Clubs
Miss Margaret Hickey, St. Louis
Mrs. Harper Sibley, President, United Council Church Women
Mrs. Anna Lord Strauss, President, League of Women Voters
Mr. Harold E. Stassen, President, International Council Religious Education
Miss Katherine Lenroot, Chief, Children's Bureau, Dept. of Labor
Dr. Bernice Baxter, President, Camp Fire Girls

Mr. John Studebaker United States Commission of Education
Mrs. C. Vaughn Ferguson, President, Girl Scouts

Chester Davis, Chairman of Federal Reserve Bank
Paul A. Willis, President, Grocery Mfrs. of America
Warren Whitney, Vice-President, National Ass'n of Manufacturers
Don E. Gilman, Vice-President, California Gas & Electric Co.
Everett Clinchy, President, National Council of Christians & Jews
Edward Weeks, Editor, Atlantic Monthly.

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