

Handwritten notes in Hebrew: "התקשרתי ל... 11/13" and "אנחנו נשאל את...".

Handwritten note in a circle: "התקשרתי ל...".

December 23, 1964

2621

To: Director, Hasbarah, Jerusalem  
Director, Mahav, Jerusalem

From: Yosef Yeakov, New York

cc. Minister, Embassy, Washington  
Consul General, New York  
Mr. J. Raziel, New York  
Mr. A. Avihai, Prime Minister's Office, Jerusalem

Re: NBC-TV: PROGRAM ON ISRAEL (Water, Negev, etc.)  
Further to my letter of Dec 15.  
yours of Nov. 29.  
Mr. Avihai's letter to Mr. Raziel, of Dec. 10.

They prepared this material in three clips of about 4 minutes each.

1) On Friday evening, December 18, they broadcast the Water sequence. Apart from choosing an excellent evening, they also put it in the middle of the news show, not at the end. It was very well done, with full and fair background, referring to various aspects (the pumping operation, the Negev irrigation, the Arabs' objections, the desalting hopes, etc.) and included four sentences from the Prime Minister's statement. (For Mr. Avihai: I am returning your script, with the sentences encircled).

2) On Wednesday, December 22 in the evening, they broadcast the Arad-Negev sequence. Once again, it was well-edited and comprehensive, and included in the news after the item about Mr. Eshkol's reinstatement as prime minister.

3) They still have a sequence on Israel-Arab border tension, with special reference to the Dan area. It is not clear when they will use this, but it might be during the Christmas period, tied to an item about lack of peace in the Holy Land.

Reuven Frank, the producer, has been very cooperative, and notified us in advance of the broadcast by a couple of hours. For the Water program, we supplied a map.

Regards,

Handwritten signature of Yosef Yeakov.

Yosef Yeakov