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**CBS NEWS TO FOCUS ON CIVIL RIGHTS LEADER RABBI JOACHIM PRINZ IN ITS COVERAGE OF THE 50TH ANNIVERSARY OF THE MARCH ON WASHINGTON FOR JOBS AND FREEDOM**

*Images and recordings from the AJA's Prinz collection to be featured in the broadcast*

**CINCINNATI, OH:---**August 28 marks the 50th anniversary of the historic March on Washington for Jobs and Freedom. On that date in 1963, nearly 300,000 people converged on the Washington mall, calling for civil and economic rights for African Americans. In the shadow of the Lincoln Memorial, the Rev. Dr. Martin Luther King, Jr. delivered his now iconic "I Have a Dream" speech that passionately and emotionally advocated for racial harmony.



*1963—Rabbi Joachim Prinz tells the Washington gathering that hatred and bigotry are not the most urgent problems; but that the most urgent, disgraceful and shameful problem is "silence".*



*Rabbi Abraham Joshua Heschel with the Rev. Dr. Martin Luther King marching in Selma in the 1960s.*

As part of its coverage of the 50th anniversary,

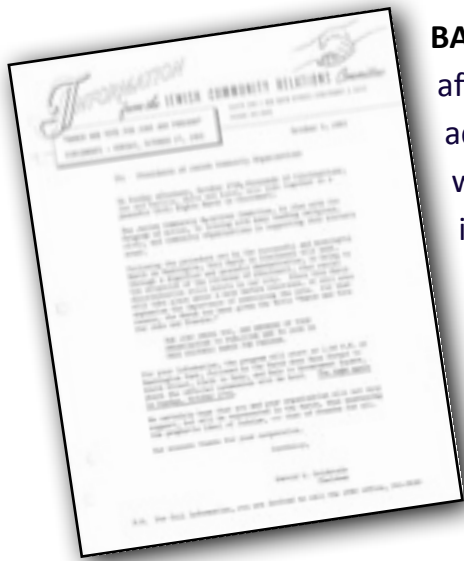
the CBS Evening News with Scott Pelley will focus on Rabbi Joachim Prinz, who spoke immediately before Dr. Martin Luther King, Jr. that day in Washington. Many American Jews, including a number of prominent theologians such as Rabbi Prinz and Rabbi Abraham Joshua Heschel, joined the Civil Rights movement, making public demonstrations of their support for figures such as Dr. Martin Luther King, Jr. Rabbi Prinz had a long

history of speaking out against hatred and discrimination as a one-time rabbi in Berlin when the Nazis came to power. In fact, Prinz was one of ten founding chairmen of the 1963 March on Washington. Though the CBS News story will be about Prinz, it will also serve to remind Americans of the vital & active role that Jewish-Americans played in the Civil Rights movement. **Archival images and materials from the Rabbi Joachim Prinz collection at the American Jewish Archives (AJA) will be featured in the story.**

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In addition to a number of images and documents from the Prinz collection, the AJA also holds a number of other significant documents from the Civil Rights era in Cincinnati. These include documents from Cincinnati's Jewish Community Relations Committee that worked with several local organizations to convene a local "March and Vote for Jobs and Freedom" on October 27, 1963 at Fountain Square. *(The group marched from Washington Park to Fountain Square, where the formal rally was held. The program outline for the event is included in the documents folder. Links below.)* The AJA also hold the records of former NAACP President Kivie Kaplan, and B'nai B'rith International, an organization which advocated strongly for Civil Rights and civil liberties.

[CLICK HERE](#) to hear Rabbi Prinz's remarks on August 28, 1963. [CLICK HERE](#) to view images of Rabbi Prinz in Washington, along with other documents of the Civil Rights era from the AJA's collections. [CLICK HERE](#) to view images of Rabbi Prinz in Germany pre-WWII and post-war—including destruction of his synagogue. [CLICK HERE](#) to hear the audio of a speech given by Dr. Martin Luther King, Jr. at Rabbi Prinz' synagogue in Newark, New Jersey in 1963.



**BACKGROUND:** Rabbi Joachim Prinz (1902-88) came to the U.S. in 1939 after the Nazi government formally expelled him from Germany. In addition to his congregational work, Prinz was active in national and world affairs, joining the executive board of the World Jewish Congress in 1946. He also served as president of the American Jewish Congress from 1958-1966.

Prinz was active in the civil rights movement throughout the 1960s. Earlier, in April 1960, Prinz led a picket line in front of a Woolworth store in New York City, protesting discrimination against African Americans at lunch counters in Southern states.

"In the aftermath of the Holocaust, American Jewry continued its activist stance, assisting Jews both at home and in foreign lands--- while also committing themselves to the fight for Civil Rights," said Dr. Gary P. Zola, former President of the Martin Luther King, Jr. Coalition, and Executive Director of the Jacob Rader Marcus Center of the American Jewish Archives and Professor of the American Jewish Experience at the Cincinnati campus of Hebrew Union College-Jewish Institute of Religion. "The repositories of the AJA hold photos, recordings and other materials that illuminate this important aspect of America's Civil Rights history."

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*The Jacob Rader Marcus Center of the American Jewish Archives, founded in 1947 by its namesake on the historic campus of the Hebrew Union College-Jewish Institute of Religion, is committed to preserving a documentary heritage of the religious, organizational, economic, cultural, personal, social and family life of American Jewry. The Marcus Center contains over 15,000 linear feet of archives, manuscripts, nearprint materials, photographs, audio and videotapes, microfilm, and genealogical materials.*