

The Ciesla Foundation

presents an

 International Film Circuit release

# YOO-HOO, MRS. GOLDBERG

A film by  
AVIVA KEMPNER

Distribution contact:  
Wendy Lidell  
International Film Circuit  
[wlidell@infc.us](mailto:wlidell@infc.us)

[www.internationalfilmcircuit.com/goldberg/press.html](http://www.internationalfilmcircuit.com/goldberg/press.html)

2009 – 35mm – 1:85 – Dolby 5.1 – Color/B&W – 92 minutes

## SHORT SYNOPSIS

From Aviva Kempner, maker of *The Life and Times of Hank Greenberg*, comes this humorous and eye-opening story of television pioneer Gertrude Berg. She was the creator, principal writer, and star of *The Goldbergs*, a popular radio show for 17 years, which became television's very first character-driven domestic sitcom in 1949. Berg received the first Best Actress Emmy in history, and paved the way for women in the entertainment industry. Includes interviews with Supreme Court Justice Ruth Bader Ginsburg, actor Ed Asner, producers Norman Lear (*All in the Family*) and Gary David Goldberg (*Family Ties*), and NPR correspondent Susan Stamberg.

## LONG SYNOPSIS

Gertrude Berg became a cultural icon against the backdrop of the twentieth century's most difficult years for American Jews. Berg's radio show, *The Goldbergs*, which she created, wrote, and starred in, premiered a week after the stock market crash of 1929. The show rose in popularity at the same time Hitler rose to power in Germany. She combined social commentary, family values and comedy to win the hearts of America. In 1949, she brought *The Goldbergs* to television, and it became the new medium's very first character-driven domestic sitcom. She weathered yet another minefield of American history, Senator Joseph McCarthy's blacklist, which had a devastating effect on the entertainment industry.

When writer Judith Abrams brought a script about Gertrude Berg to the head of CBS, he did not even know who Berg was. Yet...

- Berg appeared on the cover of Billboard Magazine as "the first lady of radio",
- Berg received the first Best Actress Emmy in history,
- Berg was polled the second most respected woman in America, after Eleanor Roosevelt,
- Berg appeared on Edward R. Murrow's landmark celebrity interview show "Person to Person" on CBS,
- Berg was the highest paid guest star in television, appearing on the Kate Smith, Milton Berle, Steve Allen and Perry Como shows, among others,
- Berg won a Tony in 1959 for her performance on Broadway opposite Cedric Hardwicke in *Majority of One*, and
- Berg wrote a best-selling cookbook, an advice column, and had her own clothing line.

Gertrude Berg is truly the most famous woman in America you've never heard of.

\* \* \* \*

Gertrude Berg was born Tillie Edelstein in 1898 and grew up in Harlem, then a Jewish enclave. She got her first taste of show business writing and staging skits in her father's resort in the Catskills, called Fleischmanns. She married a Jewish Englishman, Louis Berg in 1918 and they moved to a Louisiana sugar plantation, where they prospered after Louis invented instant coffee so soldiers could drink coffee on the front in WWI. Yet, Tillie wanted more, so when the plantation burned down, the couple moved back to New York. Tillie changed her name to Gertrude, and she set out on what has become a legendary entertainment career.

Berg's radio show, *The Rise of the Goldbergs*, debuted in 1929 and was an American favorite for seventeen years. Her television show, *The Goldbergs*, was equally beloved. In 1950, Gertrude Berg won

the first best actress Emmy Award in history and *The Goldbergs* was nominated for Best Kinescope Show.

The show ran into trouble when Berg's co-star Philip Loeb was targeted by Senator Joseph McCarthy's blacklist. The show's sponsors threatened to pull out, but Berg took a strong stand, long refusing to fire Loeb. Her efforts proved fruitless. In January 1952, a distraught Berg settled with Loeb, who left the show.

While the show recovered, *The Goldbergs* would never be the same, especially after the sad passing of Philip Loeb in 1955 by suicide, memorialized by Loeb's good friend Zero Mostel in the 1976 film, *The Front*. After the show's cancellation in 1956, Berg continued to be successful on both television and stage. Despite the difficulties of the McCarthy Era, she was the highest paid guest star in television, appearing on *The Milton Berle Show*, *The Perry Como Show*, and *The Steve Allen Show* multiple times, as well as giving an in depth interview on *Person to Person* with Edward R. Murrow. She won a Best Actress Tony in 1959 for her performance opposite Cedric Hardwicke in *A Majority of One* on Broadway.

Gertrude Berg became an important public figure at a time when positive images of Jews, especially mothers, were rarely shown in public. The "Oprah of her day," Berg was a media trailblazer with a cookbook, advice column, and clothing line in addition to popular radio and television serials. Her creation of a specifically ethnic, but far from atypical, American life in *The Goldbergs* carries through to this day.

Among those interviewed for the film are actor Ed Asner, Supreme Court Justice Ruth Bader Ginsburg, TV producers Gary David Goldberg (*Family Ties*) and Norman Lear (*All in the Family*), CBS anchor Andrea Roane, and NPR commentator Susan Stamberg. Those who recall the show will recognize familiar faces from *The Goldbergs*, including Berg's talent discoveries, Anne Bancroft and Steve McQueen.

Footage includes short clips from beloved motion pictures, such as The Marx Brother's *The Cocoanuts*, Martin Ritt's *The Front*, and Charlie Chaplin's *The Immigrant*, as well as evocative footage from the Depression, World War II, and the Lower East Side.

## AVIVA KEMPNER'S DIRECTOR'S STATEMENT

For the past 30 years, my goal has been to make documentaries about under known Jewish heroes that counter negative stereotypes. My goal is to show them foremost in the cinema, not digital releases.

In *Yoo-Hoo, Mrs. Goldberg* I'm delighted to document the amazing accomplishments of the talented Gertrude Berg. I am in awe of how this woman would wake up at six in the morning, write her shows, and then go off to the studio to produce. Without missing a beat she seamlessly performed *Molly* to perfection. Here is a woman who wrote the most positive portrayal of a Jewish mother and her family during the decades that severely threatened American and European Jewry. It is more amazing still that she crafted such a warm maternal figure in spite of her own mother's mental illness. Berg created the "perfect mother" she never experienced in her own life.

You didn't have to be Jewish to love *Molly*! She was admired by millions of all backgrounds as they sat with families and friends around their radios and televisions following *The Goldbergs*. As a trailblazer in the male dominated entertainment world, Berg was the Oprah of her day. She invented product placement; audiences bought whatever products she suggested. She wrote compelling scenes and hilarious lines, especially her trademark malapropisms that audiences remember and recite to this day.

Berg is the most important woman in show business that many don't know about because her enormous contributions to show business have been forgotten until this release of *Yoo-Hoo, Mrs. Goldberg*. This summer the US Postal Service is issuing stamps commemorating the early TV shows, and unbelievably *The Goldbergs* are ignored.

I so admire Berg's courage in standing up to the destructive Blacklist, pursuing all avenues to save Philip Loeb's career. The Blacklist deprived Americans of many creative talents as it destroyed lives. The demise of Loeb as *Jake Goldberg* was the worst television story to come out of this witch hunt. The detrimental effect of the Blacklist on Gertrude Berg's reputation is equally shocking.

Researching my own family roots in 1979 inspired me to become a filmmaker. I am dedicated to making films that span the years prior to and during World War II, since they so scarred my family. My Polish-born mother passed as a Catholic working at a labor camp within Germany. Her parents and sister perished in Auschwitz, and only her brother survived the death camps.

Upon liberation by Americans my mother met my Lithuanian-born father, a US soldier, in Berlin. My father's mother had been shot by the Nazis. They married, and upon birth I was anointed the first American-Jewish child. We came to America in 1950 and settled in Detroit. My father, who immigrated to America in the late 1920s, made me aware of our country's hardships during the Depression and the social discrimination against Jews and other minorities.

As a teenager I fantasized about fighting Nazis. In 1979, I felt an urge to make a film about Jewish resistance against the Nazis to answer the unfair question, "why didn't Jews resist?" I produced and co-wrote *Partisans of Vilna* to show Jews had fought despite the moral dilemmas. It was released in theaters in 1986, and on DVD 20 years later. I formed a nonprofit foundation, naming it Ciesla after my maternal grandparents' last name to keep the name alive.

I chose Hank Greenberg, my father's baseball hero, as the subject of *The Life and Times of Hank Greenberg*. Every Yom Kippur our father would tell us how Greenberg went to synagogue instead of the stadium. I believed Greenberg was part of Kol Nidre service. I was sick of seeing only nebbishy Jewish males on the screen. Due to the difficulty in raising funds, it took 13 long years to make.

What I realize now is that although both Hammerin' Hank Greenberg and Gertrude Berg's careers spanned the years when our country faced the enormous challenges of the Great Depression and World War II, they both displayed great courage in performing as positive Jews in spite of the negative atmosphere swirling around them. Most of all, they were heroes to all Americans. It's also greatly satisfying to now tell a woman's story.

I feel privileged to have spent the last 30 years making documentaries about such powerful heroic figures. I love how three generations can come together to view my films. In retrospect, I believe that Jewish baby born in Berlin was put on this earth to document such affirmative celluloid history.

## AVIVA KEMPNER BIOGRAPHY

Aviva Kempner has a mission in life: Her films and writing investigate non-stereotypical images of Jews in history and focuses and celebrates the under known stories of Jewish heroes.

Ms. Kempner was the script writer, director and producer of *The Life and Times of Hank Greenberg*, a film about the Jewish slugger who fought anti-Semitism in the 1930's and 40's. It was awarded top honors by the National Society of Film Critics, the National Board of Review, the New York Film Critics Circle, and the Broadcast Film Critics Association. The film received a George Peabody Award and was nominated for an Emmy. Kempner will be the recipient of the 2009 San Francisco Jewish Film Festival's Freedom of Expression Award in July. She is being given this award for her significant contribution to creating positive images of Jewish heroes in film and her work as a Jewish film curator.

Ms. Kempner also produced and co-wrote *Partisans of Vilna*, a documentary on Jewish resistance against the Nazis, which came out in DVD for its' 20<sup>th</sup> anniversary. She was the executive producer of the 1989 Grammy-award nominated record, *Partisans of Vilna: The Songs of World War II Jewish Resistance*.

And now from Aviva Kempner comes *Yoo-Hoo Mrs. Goldberg*, a humorous and eye-opening story of television pioneer Gertrude Berg. Berg was the creator, principal writer, and star of *The Goldbergs*, a popular radio show for 17 years, which became television's very first character-driven domestic sitcom in 1949. Berg received the first Best Actress Emmy in history, and paved the way for women in the entertainment industry. Included in the film are interviews with Supreme Court Justice Ruth Bader Ginsburg, actor Ed Asner, producers Norman Lear (*All in the Family*) and Gary David Goldberg (*Family Ties*), and NPR correspondent Susan Stamberg. There are grants for the film from The National Endowment of the Arts, Jeffrey Katzenberg, Ron Meyer and the Steven Spielberg's Righteous Persons Foundation.

Ms. Kempner lives in Washington, DC where she plays a prominent role in the artist and film community. She is also an activist for voting rights for the District of Columbia. She is the child of a Holocaust survivor and US army officer and was born in Berlin after WWII.

Her many accomplishments include: recipient of the 1996 Guggenheim Fellowship and the 2000 DC Mayor's Art Award: 2001 Women of Vision award from D.C.'s Women in Film and Video chapter and the 2001 Media Arts award from the National Foundation for Jewish Culture.

She writes film criticism and feature articles for numerous publications, including [The Boston Globe](#), [The Forward](#), [Washington Jewish Week](#) and [The Washington Post](#). She also lectures about cinema throughout the country.

## SELECTED QUOTES FROM THE FILM

Justice Ruth Bader Ginsburg: “We all listened to Molly Goldberg on the radio.”

Margaret Nagle, screenwriter: “There was a list every year of the most respected women in America. Eleanor Roosevelt was first and Gertrude Berg would be second. There was also a list of the highest wage earners in America, and Gertrude Berg was first, and Eleanor Roosevelt was second.”

Dr. Glenn Smith, Gertrude Berg biographer: “Lucille Ball had inherited her time slot. *I Love Lucy* had replaced *The Goldbergs*. Lucille Ball replaced Gertrude Berg as this first lady of television which Gertrude Berg was called early in her career.”

Norman Lear, producer *All in the Family*: “It’s overwhelming that this woman could have done all of that, and so successfully, and for so many years.”

Justice Ruth Bader Ginsburg: “She was no shrinking violet. She was an assertive woman. She was out there doing things and leading others.”

NPR commentator Susan Stamberg: “She had that delightful little accent. She wore smart hats, from time to time. Yes, she still had that apron, and that old world touch, but she was a modern woman that Molly!”

Artist Mindy Weisel: “My mother survived the camps, came to America, had...no family. It was kind of we'd come to America and there's *Molly Goldberg*. Every week we'd watch Molly Goldberg and she became our American family. Especially when she would say "And greetings from our family to your family."

Norman Lear, producer *All in the Family*: “Yoo Hoo Mrs. Bloom is as familiar in my ear as my mother calling me.”

Gertrude Berg (on Edward Murrow’s *Person to Person*): “Molly learned everything from me. I taught Molly everything she knows.”

Judith Abrams, family friend: “She was one of the very first women of television – and radio. She created situation comedy. Twelve thousand scripts that she wrote every word to.”

NPR commentator Susan Stamberg: “There’s a wonderful story - I don’t know whether it’s true or not - FDR said ‘I didn’t get us out of the Depression. It was *The Goldbergs*.’”

CBS Anchor Andrea Roane: “It was something being from a black family. You didn’t think about religion or even ethnicity listening to Gertrude Berg, the Molly Goldberg show, all you thought about was family”.

NPR commentator Susan Stamberg: “There were no role models really for Gertrude Berg. She just sort of stepped out and did it. Gertrude Berg was the working woman before feminism, before anything.”

Margaret Nagle, screenwriter : “Gertrude Berg built a media empire and she was the first woman to do that...Gertrude Berg was brilliant as Molly and brilliant as a businesswoman... Gertrude Berg at her height was the Oprah of her day. There was no stopping her.”

Chris Downey, fan: “We never noticed she was Jewish. She was more like our Greek family.”

## GERTRUDE BERG'S BIOGRAPHY

From Tillie to Gertrude, Mrs. Berg became forever immortalized with the character she wrote and played for over twenty-five years, *Molly Goldberg*. She was the Oprah of her day but is virtually forgotten today. Gertrude Berg is the most important woman in entertainment you've never heard of.

Gertrude Berg was born Tillie Edelstein in New York City in 1898. She had one older brother who died when she was very young. Her mother never adjusted to this loss, becoming very protective of Tillie, and was institutionalized in later years.

Her father, Jake Edelstein, went through various careers. One of his long-standing enterprises was running a resort in the Catskill Mountains where Tillie worked and eventually created and performed skits to amuse the guests' children. She met an older Englishman, Lewis Berg, one summer at the resort. He wooed her, and when she turned eighteen they married. They moved to New Orleans for his career as an engineer on a sugar plantation until a fire burned it down.

Tillie and Lewis returned to New York City. It became her home and her creative muse. She started to pursue her writing and acting full time and changed her name to Gertrude Berg, taking her husband's last name.

She began writing radio scripts, starting with two forward thinking shop sales girls, but it was not optioned. Berg returned to a fictional family she had formulated as a young woman, now calling them *The Goldbergs*, a combination of her mother's maiden name and her husband's last name.

*The Goldbergs* premiered eighty years ago on radio in 1929 with Gertrude filling in for the role of *Molly* until another actress could be found. She was so good that when she was sick for a week the public sent in mass amounts of fan mail asking, "Where's *Molly*?" Audiences loved listening to the stories and struggles of the Goldberg family and their neighbors, and instantly took to the warmth and guidance of the accented *Molly Goldberg*.

CBS executives knew they had a hit. As scriptwriter and star, Gertrude Berg was one of the leading women in radio with the longest running show second only to *Amos and Andy*. Unlike *Molly*, Berg lived on Park Avenue, owned a country house, and did not speak with an accent or recite malapropisms. She wrote early in the morning, and then went to the studio to produce and star in her show.

In 1947, following her 17 year run on radio, Gertrude saw television as a new exciting media, and a new opportunity to reinvigorate and reintroduce *The Goldbergs* following World War II. After a stage play, *The Goldbergs* premiered on CBS in 1949. Gertrude Berg was lead writer, star, and producer yet again, and *The Goldbergs* climbed in popularity.

In 1950, Gertrude Berg won the first best actress Emmy Award in history and *The Goldbergs* was nominated for Best Kinescope Show. She had a clothing line for housewives. She published a cookbook and wrote an advice column called *Mama Talks*. Her television show was made into a movie called *Molly* by Paramount Pictures with Berg on set and in the editing room, exerting her influence as screenwriter and producer.

How quickly the good times can change. In the same year, The House on UnAmerican Activities published Red Channels: The Report of Communist Influence in Radio and Television. Gertrude's costar, the popular Philip Loeb (*Jake Goldberg*), an active union organizer among actors, was listed. The sponsors pulled their support for the show. Gertrude was faced with a dilemma: find new sponsorship or fire Loeb with whom she had great stage chemistry. She appealed to the sponsors, the network, and even Cardinal Spellman who told her he would help if she did one thing: convert to Catholicism.

It was at that point that Gertrude and Philip knew there was no hope for him continuing in the show. They settled out of court. The show floundered after that, having been put on hold for close to two years. It found its feet upon casting first Harold Stone for one season, and then Robert Harris as replacements for Loeb. In turn, Gertrude was also hurt for being associated with Philip Loeb. The whole entertainment community was under attack. In 1955, unable to work and support his schizophrenic son, Loeb committed suicide. This devastated Gertrude Berg. *The Goldbergs*, which moved from the Bronx to the suburbs, ended a few years later.

Berg went on to star in theatrical productions. She played at summer stock, anything to keep working and acting. Eventually, she won a Tony in 1959 for best actress in *A Majority of One*. Blacklisted actors came together for a television presentation of *The Word of Sholom Aleichem* in the same year. Following this success, she returned to television as writer and star in *Mrs. G Goes to College*, which later became known as *The Gertrude Berg Show*. She was the highest paid guest star at the time, and appeared with Steve Allen, Milton Berle, and Perry Como.

She died in 1966 from what her family termed "over work" as she was in production on another Broadway show. She is buried in the Catskills, where her enthusiasm for the written word, acting, and *The Goldbergs* all began.

## Interviewees

**Judith Abrams** was a Berg family friend. She is the niece of Fannie Merrill, Gertrude Berg's best friend and personal assistant who worked as casting director and general "Gal Friday" on all Berg's projects.

**Joyce Antler** is the Samuel Lane Professor of American Jewish History and Culture at Brandeis University, where she teaches in the American Studies Department and Women's and Gender Studies Program. Her major fields of interest include women's history, American Jewish history and culture, the history of education, and history as theater. She is the author or editor of ten books, including, most recently, *You Never Call! You Never Write! A History of the Jewish Mother*.

**Ed Asner** is a film and television actor and former Screen Actors Guild President, primarily known for his role as Lou Grant on "The Mary Tyler Moore Show" and its spin-off series, "Lou Grant". He was raised in an Orthodox Jewish family. He played a prominent role in the 1980 SAG strike.

**Adam Berg** is a grandson of Gertrude Berg.

**Anna Berger** is an actress who got her start on Gertrude Berg's television show.

**Chris Milanos Downey** is an educational consultant who lives in Washington DC.

**Madeline Lee Gilford** was an American film and stage actress and social activist, who later enjoyed a later career as a theatrical producer. Gilford was the widow of actor Jack Gilford. Both Madeline and Jack were subpoenaed and blacklisted during the McCarthy Era for much of the 1950s. Gilford continued her role as a social activist in the American Civil Rights Movement of the 1960s and was more recently arrested for civil disobedience in 1999 while protesting the police shooting of Amadou Diallo in New York City. Gilford co-authored a memoir in 1978 with Kate Mostel, the wife of Zero Mostel, entitled 170 Years in Show Business.

**Justice Ruth Bader Ginsburg** was the second woman named as an associate justice of the U.S. Supreme Court and the first Jewish woman to serve there. She was appointed by President Bill Clinton with the support of Judiciary Chairman Senator Orrin Hatch in 1993.

**Gary David Goldberg** is a television producer best known for the series "Brooklyn Bridge". He got his start on the hit sitcom "Newhart". He also produced the critically acclaimed series "Lou Grant", and created the sitcoms "Family Ties" and "Spin City".

**Viola Harris** appeared on "The Goldbergs", and has performed in many movies including "Choke", "Whiffs" and "High School Hellcats", released in 1958, in which she portrayed Linda Martin. In 2003 she appeared in the off Broadway production "Oh Boy!".

**Norman Lear** is an Emmy-winning television producer known for the creation of hit sitcoms such as "All In The Family", "Maude", "The Jeffersons", "One Day at a Time", "Sanford and Son", and "Good Times".

He also directed Dick Van Dyke in two films, "Divorce American Style" and "Cold Turkey".

**Arlene "Fuzzy" McQuade** is an actress who portrayed Rosalie on the series "The Goldbergs" from 1949 to 1956. She is also known for her work in "Telephone Time", "Fight for the Title", and the "Hawaii Five-O" episode Full Fathom Five. Her credits also include the role of "Ginnie" in the film "Touch of Evil" (with Charlton Heston, 1958), the TV Westerns "Death Valley Days" "The Lawless Years" and "Have Gun - Will Travel", the movie "The Nick Joseph Story" in which she played Billie North.

**Zero Mostel** was a popular stage actor known for his work in "A Funny Thing Happened On The Way to the Forum", "The Comedians", and "Fiddler on the Roof". He was a close friend of Philip Loeb.

**Kate Mostel** was the wife of Zero Mostel and close friend of Philip Loeb. He stayed at their house for awhile shortly before his death.

**Margaret Nagle** is a writer, producer, and actress. Nagle wrote the script for the HBO film, "Warm Springs", which won her the 2005 Writers Guild of America Award for Long Form Original Screenplay. She was also nominated for the 2005 Emmy Award for the same film, which was nominated for a total of a record-breaking 16 Emmy Awards. The film won 5 Emmys that year including the award for Outstanding Made for Television Movie. She is a mother of two and has been researching Gertrude Berg for a biopic that has yet to be produced.

**Larry Robinson** was cast as the son of Molly Goldberg, "Sammy Goldberg", for the television series "The Goldbergs". He went on to perform that role for the majority of the series and in the Paramount Picture film, "Molly". His credits also include the TV series "Kitty Foyle" (1958), and episodes of "Judging Amy".

**Anne Schwartz** is a granddaughter of Gertrude Berg.

**Dr. David Schwartz** is the son-in-law of Gertrude Berg.

**Henry Schwartz** is a grandson of Gertrude Berg.

**Leona Schwartz** is a granddaughter of Eli Mintz who played Uncle David on “The Goldbergs”.

**Andrea Roane Skehan** is an award-winning anchorperson on Washington's WUSA TV 9. She has been a newscaster at the station since 1981. She is best known for her healthcare initiatives, such as her spokespersonship for the "Buddy Check 9" program. In 2006, Washingtonian Magazine named her one of The Outstanding Washingtonians of the Year. Roane joined Channel 9 after a two-year stint as anchor of WETA's now-defunct "Metro Week." She first anchored at WUSA on weekday mornings, picking up the noon broadcast in 1983. In 1989, she began anchoring the 4 p.m. newscast.

**Menashe Skulnick** was often called "The Jewish Charlie Chaplin". A veteran of vaudeville, Broadway (Odets' "The Flowering Peach") and early film, he was cast as "Uncle David" on “The Rise of the Goldbergs” radio show and later in the early TV version of "The Goldbergs".

**Dr. Glenn D. Smith, Jr.** is an Assistant Professor of Communication at Mississippi State University. His first book, “Something on My Own”: Gertrude Berg and American Broadcasting, 1929-1956, was published by Syracuse University Press in 2007. He is currently researching the career of union activist and blacklisted actor, Philip Loeb.

**Susan Stamberg** is an NPR correspondent, longtime host of NPR's "All Things Considered", and member of The Broadcast Hall of Fame

**Robert Thompson** is the Trustee Professor of Television and Popular Culture at the S.I. Newhouse School of Public Communications at Syracuse University and founding director of the Bleier Center for Television and Popular Culture. His areas of research are television history, Popular Culture, media criticism, and TV programming. Thompson's various sound bites have been dubbed by the Associated Press as "Thompson-isms". He holds a B.A. in political science with a minor in art history from the University of Chicago and an M.A. and Ph.D. in radio, television and film from Northwestern University

**Jack Urbont** is a television and film composer. Among his many credits: he composed the theme song for the long-running television series, “General Hospital”.

**Mindy Weisel** is a former cast member of "The Goldbergs" who is also an accomplished artist in the mediums of glass and paintings. She has exhibited at The Troyer Gallery, Volta Gallery, Prada Gallery, Yale University, and participated in panel discussions at Yale, The National Gallery of Art, and The Corcoran Gallery. Weisel has been nominated for the Kreeger Museum Artist Award, and the Rutgers National Artist on Paper Award.

## ***CREDITS***

In loving memory of

Helen Ciesla Covensky  
Chaim Kempner and Milton Covensky

Barbara Bick  
Firefighters of 9-11  
Madeline Lee Gilford  
Philip Loeb  
Larry Robinson

Dedicated to voting rights for the District of Columbia  
And the Viability of Newspapers

***Written, Produced and Directed by***  
Aviva Kempner

***Editor***

Judith E. Herbert

***Post Production Editor***

Peter Silverman

***Post Production Coordinator***

Margaret Sclafani

***Composer***

Fred Karns

***Sound Design and Mix***

Skip Sorelle MPSE

***Consultants***

Margaret Nagle

Dr. Glenn Smith, Jr.

“Something on My Own”: Gertrude Berg and

American Broadcasting, 1929-1956

Marian Sears Hunter

Andy Ingall

Dr. Ron Simon

***Director of Photography***

Tom Kaufman (Washington, DC)

Dennis Boni (Washington, DC)

Tom Hurwitz (New York)

Barry Kirk (Santa Fe)

Learan Kahanov (New York)

David Waldman (Los Angeles)

***Photo Animation and Technical Advisor***

Ralph Quattrucci

***Animator***

Carol Hilliard

***Interviewees***

Judith Abrams

Joyce Antler

Ed Asner

Adam Berg

Anna Berger

Morris Deutsch

D. Chris Milanos Downey

Madeline Gilford

Justice Ruth Bader Ginsburg

Gary David Goldberg

Linda Greenberg

Viola Harris

Ann Kantor

Aliza Kempner

Piera Kempner

Howard Langer

Norman Lear

Arlene McQuade

Margaret Nagle

Larry Robinson

Anne Schwartz

Dr. David Schwartz

Henry Schwartz

Leona Schwartz

***Interviewees (cont.)***

Andrea Roane Skehan  
Dr. Glenn D. Smith, Jr.  
Susan Stamberg  
Robert Thompson  
Jack Urbont  
Mindy Weisel

**Readings**

**Effie and Laura**

Sara Chase  
Roberta Wallach

**Christmas Cookie Commercial**

Suzanne Toren

**News Announcer**

Dan Raviv

**Musicians**

Jon Nazdin  
Bruno Nasta  
Lee Lachman  
Manny Bobmenreith  
Fred Karns

**Bass**  
**Violin**  
**Saxophone**  
**Accordion**  
**Guitar, Piano**

***Associate Producers***

Kathy Dismukes  
Leah Ramsay

**Development**

Randi Cohen Coblentz  
Tommy Tavenner  
Corporate Relations  
Denene Deverman Crabbs  
Jane Applegate

**Merchandise Maven**

Dori Phaff

**Website Designer**

Daniel Seikely  
Margaret Sclafani

**Website Management**

Mia Artson  
Tommy Tavenner

**Website Artwork**

Keshini Ladduwahetty

***Sound Recordists***

Lenny Schmitz (Washington, D.C.)  
Jim Gallup(Santa Fe)  
Billy Johnson (Los Angeles)  
Roger Phenix (New York)  
Merce Williams(New York)

***Gaffers***

Doug Gritzmacher (Washington,DC)  
Michael K. Rogers (Washington, DC)  
Chris Williamson (Washington,DC)  
David Wexler (Los Angeles)  
Steve Nealey (New York)  
John Frisbie (New York)

***Key Grips***

Aaron Randall (New York)  
Valentin Pascal Schubert (Santa Fe)

***New York City Line Producer***

Charlotte Hendrix

***Assistant Editors***

Megan Waller

***Film Labortory***

DuArt Film and Video

***Sound Engineer***

Noah Baron  
Matt Gundy

***Online Editor***

John Rehberger  
David Gauff

***Colorist***

Jane Tolmachyov

***End Credits***

Alex Shum

***Digital Intermediate***

DuArt Film and Video

***Dolby Digital Print Master***

James P. Nichols

***Cue Recording Studio***

***Recording Engineer***

Sean Russell

***Mixing Engineer***

Ken Schubert

***Archival and Photo research***

Luis A. Blandon, Jr.  
Michael Case  
Ruth Efroni  
Margaret Sclafani

***Theatrical Trailer Editor***

Peter Silverman

***Fundraising Trailer Editor***

Mary Lampson  
Arjun Rao

***Fundraising Trailer Assistant Editor***

Tommy Huie  
David Nathan

***Copyright Research***

Motion Picture Information Service  
Elias Savada, Director

***Additional research***

Annabel Jessica Arana  
Jessica Bricker  
Adriana Cutler  
Elizabeth Fainberg  
Vicki Noonan  
Peter Silverman  
Vicki Warren

***Transcribers***

Erik Dellums  
Ari Jacobovits  
Elizabeth Lee  
Federica Mennella  
Zachary Ratner  
Lindsey Vander Wielen

***Interns***

Tamika Adair  
Ivy Barkakati  
Patrick Bevilacqua  
Sam Brase  
Kinley Bunting  
Donielle Cohen  
Allison Cossman  
Elizabeth Diaz  
Nora Dweck  
Lily Farrell  
Sasha Feinstein  
Sam Feldman  
Dyane Jean Francois Fils  
Mara Hilmy  
Jesse Hochheiser  
Ariel Karlin  
Sarah Klein  
Allyson Marcus  
Nicolo Miscioscia  
Adele Morrisson  
Brian Reardon  
Adam Sachs  
Nelson Sofer

***Legal Services***

Robert Freedman

***Accounting***

Steven Kronzek  
Jerry Lopez

***Insurance***

Jon Laskin  
Russell Insurance Group

***Distributor***

International Film Circuit Inc  
Wendy Lidell

***Publicists***

Susan Senk  
Linda Altman  
Bijan Bayne

***Housing provided by***

Richard Breyer  
Eva and Leah Fogelman  
Beverly Gasner  
Arthur and Gwen Hiller  
Greta Hirsch  
Barry Kirk  
Arlene McQuade

### **Footage (Archival Sources)**

FILM Archives Inc.  
Historic Films Archive, LLC  
John Allen, Inc.  
National Archives and Record Administration  
National Center for Jewish Film, at Brandeis  
University  
UCLA Film & Television Archive  
YIVO Institute for Jewish Research Archives

### **Footage (TV Shows)**

“CBS News” courtesy of BBC Worldwide Americas  
Inc.

“The Ed Sullivan Show”

Courtesy of its Copyright Owner, SOFA  
Entertainment, and Historic Films Archive, LLC  
Use of clip from “FRIENDS” courtesy of Warner  
Brothers Entertainment

Episodes of “The Goldbergs” courtesy of the  
following:

UCLA Film and Television Archives  
MacDonald & Associates  
The Jewish Museum

Use of clip from “Honeymooners” courtesy of CBS  
Broadcasting Inc.

Use of clips from “I Love Lucy” courtesy of CBS  
Broadcasting Inc.

“The Milton Berle Show” courtesy of Universal  
Media Studios

“Mrs. G Goes To College” courtesy of UCLA Film  
and Television Archives

### **“The Perry Como Show” courtesy of Research Video**

Use of clip from “Seinfeld” courtesy of Warner  
Brothers Entertainment

“The Steve Allen Show” courtesy of Historic Films  
Archive, LLC

### **Feature Films**

Excerpts courtesy of National Center for Jewish Film,  
at Brandeis University

Excerpt from “The City” courtesy of the American  
Planning Association

“The Cocoanuts” courtesy of Universal Studios  
Licensing LLP

“The Front” courtesy of Columbia Pictures

“Humoresque” courtesy of UCLA Film & Television  
Archive

“The Jazz Singer” courtesy of Warner Brothers  
Entertainment

“Molly” courtesy of Paramount Pictures

“The World of Sholom Aleichem” courtesy of UCLA  
Film & Television Archive

### **Photos**

Berg & Schwartz Families  
Bettmann/CORBIS  
Billy Rose Theatre Division, The New York Public  
Library for the Performing Arts  
CORBIS Corporation  
Image of Gertrude Berg; Eli Mintz; Arlene McQuade  
Courtesy of George Karger/Time & Life  
Pictures/Getty Images  
Image of Coretta Scott King  
Courtesy of Nat Fein/Premium Archive/Getty Images  
Image of Philip Loeb  
Courtesy of Nina Leen/Time & Life Pictures/Getty  
Images  
The Library of American Broadcasting  
Photofest, Inc.  
Gertrude Berg Papers  
Courtesy of Special Collections Research Center,  
Syracuse University Library  
John Henry Faulk Papers  
Courtesy of The Center for American History,  
University of Texas at Austin

### **Books & Newspapers**

The Molly Goldberg Jewish Cookbook by Gertrude  
Berg and Myra Waldo  
The Los Angeles Times  
The New York Times Company

### **Music**

“My Yiddishe Momme”  
Performed by Sophie Tucker  
Courtesy of Warner Chappell Music Inc.  
Courtesy of Bug Music Inc.

“Toselli’s Serenade (Dreams and Memories)”  
Performed by Perry Como  
Courtesy of RCA Records Label  
By arrangement with Sony Music Entertainment

### ***Parlor Parties***

Betty Adler and Mark Rosenberg  
Judith Barnett  
Carol and Michael Berman  
Julia Cohen and Neil Barrett  
Diane Bolz and Michael Finn  
Gerrie Dubit and Edmund Stelzer  
Ruth Eisenberg and Leti Gomez  
Martha Ertman and Karen Lash  
Ted and Suzanne Fields  
Esther and Bert Foer  
Rena and Michael Gordon  
Nancy Harris  
Peter Heller  
Bonnie and Alan Hammerschlag  
Karen Kalish  
Beth Horowitz and Michael Kazin  
Holli and Matt Jaffe  
Cathryn Keller and Brent Glass  
Francine and Mel Levinson  
Joy Midman  
Michael and Charlotte Newberger  
Steve Labaton and Miriam Shapiro  
Gary and Ellen Malasky  
Vivien and Lester Marion  
Susan Orlins  
Elissa Parker  
Lorraine and David Shir  
Barbara Silverstein and Alan Kirschenbaum  
Patti and Jerry Sowalsky

### **Funding generously provided by**

Joseph S. and Diane H. Steinberg Charitable Trust  
Righteous Persons Foundation  
Rhoda and David Chase Family Foundation  
Blanche and Irving Laurie Foundation  
Jeffrey Gildenhorn  
National Endowment for the Arts  
Anonymous  
HBO  
Josh Pokempner and Gretchen Gardner  
Robert H. Smith Family Foundation  
Karma Foundation  
David Bruce Smith Family Foundation  
Atran Foundation  
Cheryl Chase and Stuart Bear Family Foundation  
Sandra and Arnold Chase Family Foundation  
Samuel Rubin Foundation  
Henry and Anne Reich Family Foundation  
Robert and Arlene Kogod Family Foundation  
David Carliner  
Cohn Family Fund  
Alan and Bonnie Hammerschlag  
Harry & Fay Burka Foundation

Louie and Ralph Dweck  
Lois and Richard England  
Henry H. and Carol B. Goldberg  
Rita Poretsky Foundation  
Daniel and Jane Solomon  
The Honorable Ann W. Brown  
Harolyn Landow Cardozo  
Abramson Family Foundation  
Bernard Foundation  
Jules Bernstein and Linda Lipsett  
Ryna and Melvin Cohen Family Foundation  
CrossCurrents Foundation, Micheline Klagsbrun and  
Ken Grossinger  
DC Commission on the Arts and Humanities  
In Loving Memory of Bernice Rosenberg Deutsch  
The Forward  
David Geffen Foundation  
GEICO Insurance Company  
Edith and Michael Gelfand Foundation  
Michael & Rena Gordon  
Isadore & Bertha Gudelsky Family Foundation  
Nancy & Paul Hamburger  
Hamilton Street Family Foundation  
Hermelin Family Support Foundation  
Herson-Stirman Family Foundation  
Helene Herzig  
Jewish Women's Foundation of Metropolitan  
Chicago  
Dr. Cyrus Katzen  
Marilyn & Jeffrey Katzenberg Foundation  
Kay Family Foundation  
Jonathan Kempner and Lise Van Susteren  
Ted Leonsis  
Vivien K. and Lester I Marion, M.D. Philanthropic  
Fund  
Memorial Foundation for Jewish Culture  
Dolores Neuman and Louis Wolf  
Mark Novak and Renee Brachfeld  
Peggy Parsons  
Irene & Abe Pollin  
Bernard & Carole Rabinowitz Philanthropic Fund  
Vradenburg Foundation  
Ziegler Family Trust

### ***Very Special Thanks***

American Jewish Historical Society  
Howard Arenstein  
Jodi Arlington  
Avalon Theatre  
Susan Barocas  
Judith Barnett  
Adam Berg  
Carlotta Berg  
Steve Blakely  
Eli Bleich

Henry Bornstein  
Center for Jewish History  
Jerome Chanes  
Mary Cheh  
Maureen Corrigan  
Lou Cove  
Craig's List  
Marita DeVargas  
David Drimer  
Ginny Durrin  
Dan Einstein  
Mark Ethan  
Attilia M. Fierro  
Nancy Fishman  
Eva Fogelman  
Ann Fortuno  
Joel Fram  
Michael Freedman  
Susan Freedman  
Peter Friedman  
Frank and Mary Frost  
Edith Gelfand  
Phylis Geller  
Rebecca Goldman  
Seth Goldman, Honest Tea  
Barbara Green  
Roberta Grossman  
Grace Guggenheim  
Judy Hallet  
Carlotta Berg Hanson  
Lisa Heller  
High Falls Film Festival  
Annette Insdorf  
Jytte Jensen  
Altie Karper  
Michael Kazin  
Aliza, Delaney, and Piera Kempner  
Jonathan Kempner  
Dave Kehr  
Ari Kelman  
Barbara Kopple  
Gene Korf  
Barbara Lautman  
Terry Lawler  
Jennifer Lawson  
Norman Lear  
Alan Lengel  
Rachel Levin  
Nick Lewis  
Chuck Howell  
Michael Henry  
Library of Congress  
Ron Mandelbaum,  
Photofest  
Bill McGuire  
Andy Mencher  
Ron Meyer

Gloria Monge  
Joe Monge  
Milly Morrow  
Margaret Nagle  
Mark Nelson  
92 Y  
Sheila Nevins  
Sam Norich  
David Osnos  
Peggy Parsons  
Kathleen Pearce  
Sarah Pokempner  
Politics and Prose  
Potomac Video  
Dan Raviv  
Mark Saunders  
Anne Schwartz  
Frank Schwartz  
Henry Schwartz  
David Schwartz  
Josh Schwartz  
Linda Segal  
Melissa Silverstein  
Barbra Streisand  
Margery Tabankin  
Nancy Tellem  
Lise Van Susteren  
Visual Edge  
Dr. Ernest Wallwork  
Aviva Weintraub  
Mindy Weisel  
Ben West  
Katharine Weymouth  
Washington Jewish Film Festival  
Women in Film and Video, DC  
Molly Yeselson  
Irwin Young

[www.mollygoldbergfilm.org](http://www.mollygoldbergfilm.org)

©The Ciesla Foundation, 2009