

The Museum of Modern Art

For Immediate Release
August 1989

FACT SHEET

EXHIBITION SESAME STREET: THE FIRST GENERATION

DATES November 11 - December 31, 1989

ORGANIZATION Laurence Kardish, Curator, Department of Film, The Museum of Modern Art, in association with the Children's Television Workshop.

CONTENT This exhibition celebrates the twentieth anniversary of the first broadcast of Sesame Street, the revolutionary children's program that teaches basic skills through the medium of television. The exhibition includes weekend screenings of animated films and live-action clips by independent film and video makers, interspersed with Muppet footage; kinescopes from selected Sesame Street episodes including Christmas Eve on Sesame Street (1979); a compilation of segments from foreign versions of the program; and the feature film, Sesame Street Presents Follow that Bird (1985, Warner Bros). The documentary, The Sesame Street Experiment, (1989) will be screened daily in the Museum's Education Center.

Produced by the Children's Television Workshop, Sesame Street helps to prepare preschool children for the transition between the home environment and school. Special emphasis is placed on the needs of children from low-income families. The hour-long programs are comprised of twenty to thirty segments on topics ranging from numbers and letters to social and cultural issues to science and reading. Each segment is written and filmed to communicate specific learning goals.

BACKGROUND Aired for the first time on November 10, 1969, Sesame Street is presently broadcast nationally on most member stations of the Public Broadcasting System. It is viewed in an average week in more than eleven-million households. Sesame Street is currently broadcast in eighty-three countries in the English language form, including ten foreign language adaptations, which are seen in thirty-one countries. Over the years, Sesame Street has won thirty-six Emmys and more than sixty national and international awards. The Children's Television Workshop is a nonprofit educational corporation chartered by the State of New York.

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For further information or film stills, contact Sarah Eaton, film press representative, Department of Public Information, 212/708-9750.