

THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

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TELEVISION U.S.A: 13 SEASONS; essays by Richard Griffith, Curator of Film Library, Museum of Modern Art, author; Gilbert Seldes, Dean of the Annenberg School of Communication, University of Pennsylvania; Jac Vanza, Guest Director of Television U.S.A. project. 40 pp. 23 plates; paper \$1.25. Published by the Museum of Modern Art, New York. Distributed by Doubleday and Co., Inc. May, 1963

TELEVISION U.S.A: 13 SEASONS; published this week by the Museum of Modern Art, illustrates and annotates the recent television retrospective at the Museum which consisted of 54 programs selected to represent the most significant drama, comedy, music, variety, arts and science, and news and documentary programs created for television between 1948 and 1961. The programs, replayed daily in the Museum's Film Auditorium from February 5 through May 4, marked the first time that television joined the other 20th century visual arts at the Museum. The 40-page paper bound book is on sale at the Museum and Doubleday bookstores for \$1.25.

Essays include "Television and the Museum of Modern Art", by Richard Griffith, Curator of the Museum's Film Library, who discusses the relation of the Museum to this "complex combine of entertainment, marketing, and reportage"; "Past and Present" by Gilbert Seldes, Dean of the Annenberg School of Communications of the University of Pennsylvania; and "The Making of Television U.S.A.", by Jac Venza, Guest Director for the project.

Mr. Venza points out that "with this retrospective, the Museum of Modern Art offers the television industry, its artists, and its audience, a much-needed opportunity to stand back and gain a fresh perspective on the medium and its accomplishments -- an evaluation devoid of commercial considerations..." He suggests that TELEVISION U.S.A. should not be considered an attempt to survey the history of television, but an exhibition of those programs remembered "as the most significant in the development of television".

TELEVISION U.S.A: 13 SEASONS also includes a comment from each member of the Selection Committee: Issac Kleinerman, who was in charge of news and special events; Lewis Freedman, who was responsible for dramatic selections; Burt Shevelove, for comedy and music programs; Perry Wolff, for arts and science; Abe Liss, for commercials. The 54 programs and 54 selected commercials are listed. The illustrations include Bernstein playing Beethoven's Fifth, Edward R. Murrow narrating CBS Reports' "Biography of A Missile", and Agnes DeMille as she appeared in Omnibus' "The Art of Ballet". Ben Shahn's CALIBANS, a black and white drawing of television aerials, is reproduced on the front and back covers.

The TELEVISION U.S.A. series was made possible by the financial underwriting and continual assistance of the American Broadcasting Company, the Columbia Broadcasting System, and the National Broadcasting Company, Inc. In addition to the networks, generous cooperation came from: the American Federation of Television and Radio Artists; the American Federation of Musicians; the Directors Guild of America; and the Writers Guild of America.

For additional information contact: Marcia Rubino, Publicity Department, the Museum of Modern Art, 11 West 53rd Street, New York 19, New York; CI 5-8900.