

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Circle 5-8900 Cable: Modernart

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The Museum of Modern Art and The New York State Library will sponsor a Seminar/Workshop on "Film and the Public Library" at the Museum from June 27 through June 29. The three-day meeting to be attended by more than 40 representatives of libraries throughout New York State, from New Jersey and Montreal, Canada, will focus attention on the integration of the film medium in library policies and philosophy and will attempt to stimulate an awareness of the new potentialities of creative film programming.

The introductory addresses will be given by Willard Van Dyke, Director of the Museum's Department of Film, and Joan L. Connor, Director of the Library Extension Division. Among the topics to be discussed: "The Background and Philosophy of Film Library Service" by John M. Cory, Deputy Director of the New York Public Library; "The Responsibility of the Film Maker" by William Jersey, Producer-Director; "Film Education, Literacy and Appreciation" by Reverend John M. Culkin of Fordham University; "The Craft of the Animator and the Use of Symbols" by Philip Stapp, Producer-Director; "The Independent Film" by Willard Van Dyke; "Critical Standards in the Communications Field" by D. Marie Grieco of the Columbia University School of Library Service; "The Development of Library Film Collections" by Violet Myer, Director of the Film Library of the Enoch Pratt Free Library; and a panel discussion on "The Utilization of Films in Public Libraries."

The only session open to the public, and already sold out, is Marshall McLuhan's talk, "Understanding Media," to be given on Monday evening, June 27, in the Museum Auditorium. Dr. McLuhan, Director of the Centre for Culture and Technology at the University of Toronto, has been concerned with the psychological and cultural consequences of changes in communications media for many years and is the author of The Gutenberg Galaxy (1963) and Understanding Media (1964).

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Additional information available from Elizabeth Shaw, Director, and Linda Gordon, Assistant, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, New York 10019. Circle 5-8900.