

THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

No. 10

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FOR IMMEDIATE RELEASE

Television USA: Thirteen Seasons, a series of 54 programs selected from the thousands produced between 1948 and 1961, will be shown on tv film and kinescope in the Museum of Modern Art Film Auditorium from February 5 through May 2.

The series, which marks the first time television has joined the other 20th century visual arts at the Museum, is planned to provide a second view, in retrospect, of some of the outstanding original tv dramatic shows, adaptations of theater classics, comedy shows as developed in the new medium, news and special events shows that recorded historic moments and experiments in presenting the arts and sciences. The programs will be screened daily at 3:00 and 5:30 p.m.

Fifteen dramatic programs will be shown including "The Storm," produced by Studio One in 1949, "A Man is Ten Feet Tall," produced by Philco Playhouse in 1955, Playhouse 90's "Requiem for a Heavyweight," 1956 and Play of the Week's, "The Iceman Cometh," 1960. The 13 programs dealing with news and special events which have been selected for the series include "The Coronation of Queen Elizabeth," "Murrow on McCarthy" and "McCarthy on Murrow" and the Democratic and Republican conventions in 1960.

Fourteen comedy and variety programs, in addition to one specially edited show, feature Red Skelton, the late Ernie Kovacs and Art Carney among others. Specials include such well remembered tv milestones as the "Ford 50th Anniversary Show," "Tonight with Belafonte," "The Sound of Jazz" and "The Fabulous Fifties." "Bernstein on Beethoven's 5th," "Family of Man" and "A Dancers World with Martha Graham" are among the dozen programs selected from arts and sciences.

The purpose of the retrospective, directed by Jac Venza, is to focus attention on areas in which the Museum feels television has made significant contributions to the art of our time.

"Television is the first new medium to be invented after the founding of the Museum of Modern Art in 1929," Richard Griffith, Curator of the Museum's Film Library, points out. "The question at once arose, what should be the relation of the Museum to this complex combine of entertainment, marketing and reportage? Could it and should it be used to transmit the Museum's works of art - including motion pictures - to a universal audience? Should an archive of filmed programs and kinescopes be set up in emulation of the Film Library? After considerable preliminary investigation by the Junior Council of the Museum, we at length decided that only a grand retrospective of the best that has been done in American television could permit the Museum and its public to assay the accomplishments and . . .

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potentialities of the medium."

Although the Museum established a film library in 1935 and shows films daily as well as maintaining a circulating program for schools and universities, Television USA: Thirteen Seasons is the first tv retrospective in the Museum's history.

The selection committee which assisted Project Director Jac Venza consisted of: Isaac Kleinerman, news and special events; Lewis Freedman, dramatic programs; Burt Shevelove, comedy and music programs; and Perry Wolff, arts and sciences. All programs are being shown without commercials.

Abe Liss has made a separate selection of outstanding commercials which will be shown on some of the programs in March and April.

Television USA: Thirteen Seasons, was initiated in 1961 when the Museum asked the American Broadcasting Company, the Columbia Broadcasting System and the National Broadcasting Company, Inc. to help underwrite the costs of preliminary investigation to discover whether enough material existed on film or kinescope for a major retrospective. The year 1948 was selected as the beginning of the series as little material exists prior to that date because of lack of kinescope facilities.

In addition to the generous support of the networks, the series is made possible by the cooperation of:

- American Federation of Television and Radio Artists
- American Federation of Musicians
- Directors Guild of America
- Writers Guild of America

Admission to the Museum of Modern Art is \$1 for adults, 25 cents for children. There is no additional charge for the daily tv screenings.

Additional information available from Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53 Street, New York 19, N. Y. Circle 5-8900.

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TELEVISION U.S.A.: THIRTEEN SEASONS Feb. 5 - May 2, 1963

Fifty-four programs selected from 1948 to 1961 shown on tv film and kinescopes in the Museum Film Auditorium. Screenings at 3 and 5:30 daily. Under the supervision of the Museum's Film Library. Running times given below are approximate.

- Feb. 5-6 Studio One: "The Storm" - CBS 1949 - 1 hour
Kukla, Fran & Ollie: "Lemonade" - NBC 1949 - 1/2 hour
- Feb. 7-9 Garroway at Large - NBC 1950-51 - approx 33 min.
Danger: "The Paper Box Kid" - CBS 1952 - 1/2 hour
- Feb. 10-13 Philco Playouse: "The Rich Boy" - NBC 1952 - 1 hour
You Are There: "The Death of Socrates" - CBS 1953 - 1/2 hour
- Feb. 14-16 Coronation of Queen Elizabeth - NBC 1953 - 1 hour
Victory at Sea: "Battle for Leyte Gulf" - NBC 1953 - 1/2 hour
- Feb. 17-20 Goodyear Playhouse: "Marty" - NBC 1953 - 1 hour
- Feb. 21-27 Omnibus: "Bernstein on Beethoven's 5th" - CBS 1954 - 1/2 hour
See It Now: "Murrow on McCarthy" - CBS 1954 - 1/2 hour
"McCarthy on Murrow" - CBS 1954 - 1/2 hour
- Feb.28-Mar. 2 Adventure: "Genetics I" - CBS 1954 - 1 hour
Adventure: "The Family of Man" - CBS 1955 - 1/2 hour
- March 3-4 NBC Opera: "Tosca" - NBC 1955 - 2 hours
- March 5-7 Philco Playhouse: "A Man is Ten Feet Tall" - NBC 1955 - 1 hour
- March 8-9 Hallmark Hall of Fame: "The Taming of the Shrew" - NBC 1956 - 1 1/2 hours
- March 10-11 Studio One Summer Theatre: "Mr. Arcularis" - CBS 1956 - 1 hour
Omnibus: "The Art of Ballet" - CBS 1956 - 45 min.
- March 12-14 Special Comedy Show - Jack Benny, Bob Hope, Sid Caesar and Imogene Coca, Jackie Gleason, Milton Berle and Martha Raye. Excerpts.
- March 15-16 To be announced.
Kraft Theatre: "A Night to Remember" - NBC 1956 - 1 hour
- March 17-18 Playhouse 90: "Requiem for a Heavyweight" - CBS 1956 - 1 1/2 hours
- March 19-21 Ernie Kovacs Show - NBC 1957 - 1/2 hour
~~Additional program to be announced.~~ *Special Comedy Show*
- March 22-23 Air Power. "Target" Ploesti - CBS 1957 - 1/2 hour
The Mike Wallace Interview: "Philip Wylie" - ABC 1957 - 1/2 hour
- March 24-25 Playhouse 90: "The Miracle Worker" - CBS 1957 - 1 1/2 hours
- March 26-28 Producers Showcase: "Cinderella" - NBC 1957 - 1 1/2 hours
- March 29-30 Project 20: "The Jazz Age" - NBC 1956 - 1 hour
Camera 3: "Waiting for Krazy" - CBS 1958 - 1/2 hour
- Mar. 31 - Apr.1 Hallmark Hall of Fame: "Little Moon of Alban" - NBC 1958 - 1 1/2 hours
- April 2-4 Omnibus: "The Life of Samuel Johnson" - NBC 1957 - 1 1/2 hours
- April 5-6 Seven Lively Arts: "The Sound of Jazz" - CBS 1957 - 1 hour
Wisdom: "A Conversation with Edith Hamilton" - NBC 1959 - 1/2 hour

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- April 7-8 Small World: Lauren Bacall, Malcolm Muggeridge and Eric Johnson - CBS 1958 - 1/2 hour.
A Dancer's World with Martha Graham - NET 1958 - 1/2 hour
- April 9-11 Art Carney Meets Peter and the Wolf - ABC 1958 - 1 hour
V.I.P. - NBC 1959 - 1 hour
- April 12-13 Special: "Tonight with Belafonte" - CBS 1959 - 1 hour
- April 14-15 Special: "The Fabulous Fifties" - CBS 1960 - 2 hours
- April 16-18 Camera 3: "The Stamp of Steinberg" - CBS 1960 - 1/2 hour
CBS Reports: "Biography of a Missile" - CBS 1959 - 1 hour
- April 19-20 Gunsmoke: "The Exurbanites" - CBS 1960 - 1/2 hour
Project 20: "The Real West" - NBC 1961 - 1 hour
- April 21-22 NBC White Paper: "Sit-In" - NBC 1960 - 1 hour
Twentieth Century: "Burma Surgeon" - CBS 1961 - 1/2 hour
- April 23-25 CBS Reports: "Harvest of Shame" - CBS 1960 - 1 hour
Camera 3: "Actors Choice No. 7" - CBS 1960 - 1/2 hour
- April 26-27 Bell & Howell Close-Up: "Yanki No!" - ABC 1960 - 1 hour
Casals Master Class, Dvorak, Concerto in B - NET 1961 - 1/2 hour
- April 28-29 National Political Conventions: Democratic - NBC 1960 - 1/2 hour
Republican - CBS 1960 - 1/2 hour
The Red Skelton Show: "Laughter, the Universal Language" - CBS 1961 - 1/2 hour
- April 30 Play of the Week: "The Iceman Cometh" - NTA 1960 - 4 hours
(3 p.m. showing only)
- May 1-2 Play of the Week: "The Iceman Cometh" - NTA 1960 - 4 hours
(3 p.m. showing only)

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Additional information available at Information Desk or Publicity Department.

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