

# THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

No. 23  
Tuesday, February 19, 1963  
FOR IMMEDIATE RELEASE

TELEVISION USA: 13 SEASONS, running daily at the Museum of Modern Art, will screen BERNSTEIN ON BEETHOVEN'S FIFTH, from a 1954 "Omnibus" show (CBS), and the well-remembered "See It Now" shows (CBS) MURROW ON MC CARTHY and MC CARTHY ON MURROW for a full week from Thursday, February 21 through Thursday, February 27 at 3:00 and 5:30 each day. TELEVISION USA consists of 54 programs originally seen on tv between 1948 and 1961. The series marks the first time that television has joined the other 20th century visual arts at the Museum.

In BERNSTEIN ON BEETHOVEN'S FIFTH, Leonard Bernstein explains the first movement and tells the story of Beethoven writing his fifth symphony. Mr. Bernstein is assisted by unusual visual props and, according to Jac Venza, Director for the television retrospective, this Omnibus show was the "most ambitious and luxurious device for the teaching of music to that date." From this show grew the idea for the current Bernstein series for children. Mr. Bernstein is accompanied by the former Symphony of the Air. Alistair Cooke narrates. The show was produced by Robert Saudek and directed by Andrew McCullough.

MURROW ON MC CARTHY replays that 1954 "See It Now" show on which Edward R. Murrow editorialized on the late Senator with the assistance of film clips recalling McCarthy's activities. The Senator's rebuttle, MC CARTHY ON MURROW, which ran on "See It Now" one week later, follows.

TELEVISION USA is under the direction of Jac Venza, with Doris Hibbard as Assistant. Lewis Freedman was responsible for the dramatic selections in the series; Burt Shevelove for the comedy and music programs; Isaac Kleinerman for the news and special events; Perry Wolff for the arts and sciences; and Abe Liss for the commercials to be interspersed with some of the programs.

The television retrospective was made possible by generous contributions from, and cooperation of, the American Broadcasting Company, the Columbia Broadcasting System and the National Broadcasting Company, Inc.

Programs will be screened at 3:00 and 5:30 p.m. daily in the Museum's Film Auditorium. Admission to the Museum is \$1.00 for non-members; 25 cents for children. There is no charge for the auditorium television series.

\*\*\*\*\*  
Stills and additional information available from Marcia Rubinoff, Publicity Department, Museum of Modern Art, 11 West 53 Street, New York 19, N. Y. CI 5-8900.