

Welcome to The Paley Archive



Television, radio, and media have long created shared experiences that connect Americans across regions, generations, cultures, and backgrounds. From historic news events and national celebrations to sports championships, music performances, series finales, advertising campaigns, and Spanish-language broadcasts, these moments have shaped collective memory and reflected the country's evolving identity. Drawn from the vast holdings of the Paley Archive, the programs and moments highlighted here represent just a sampling of the many ways media has informed, entertained, inspired, and united audiences across America.



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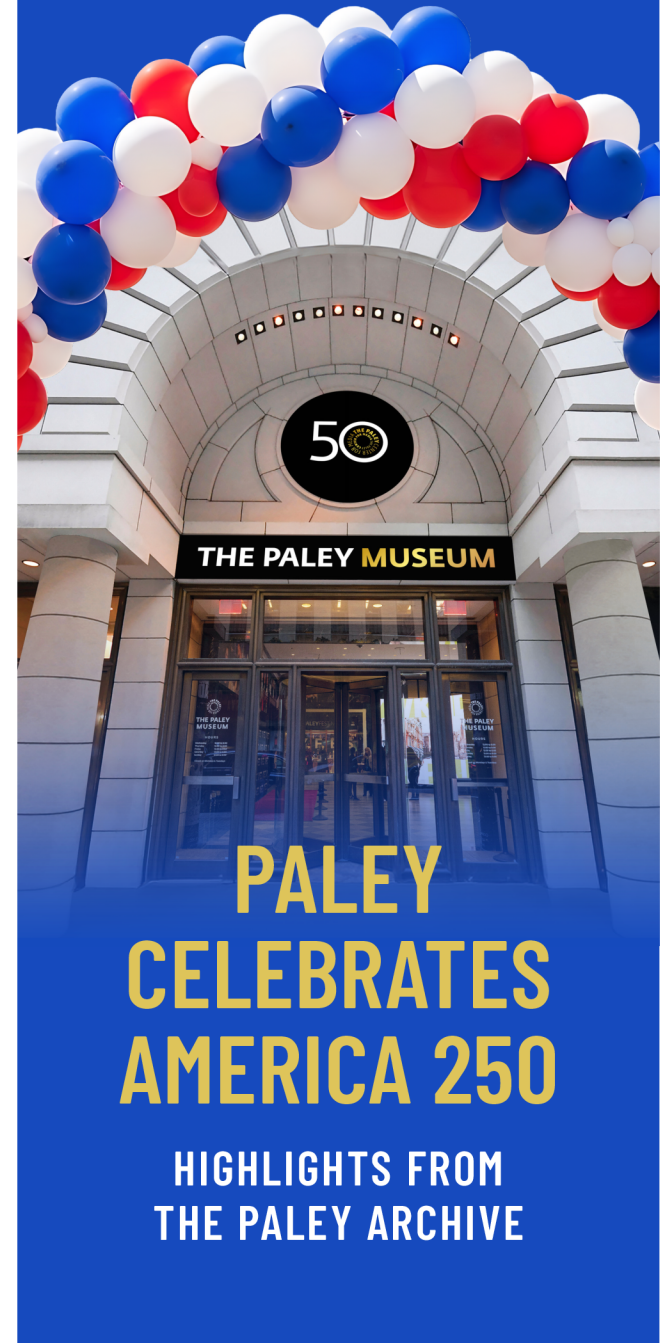
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THE PALEY MUSEUM



Television Series

- The Fugitive: "The Judgment Part 2" (1967)
- Roots miniseries (1977)
- M*A*S*H series finale: "Goodbye, Farewell, and Amen" (1983)
- Dallas: "A House Divided" (Who shot J.R.?) (1980)
- Cheers series finale: "One for the Road" (1993)
- Seinfeld series finale: "The Finale" (1998)
- The West Wing: "In the Shadow of Two Gunmen" (Parts I and II) (2000)
- The Sopranos series finale: "Made in America" (2007)
- The Office series finale: "Finale" (2013)
- Game of Thrones series finale: "The Iron Throne" (2019)

Historical TV / Radio Moments

- President Franklin D. Roosevelt's Fireside Chats (1933-44)
- The War of the Worlds (1938)
- Presidential Debate: John F. Kennedy & Richard Nixon (1960) (First televised presidential debate)
- March on Washington (1963)
- President John F. Kennedy's Assassination and Funeral (1963)
- Apollo 11 Moon Landing (1969)
- Bicentennial: In Celebration of U.S. (1976)
- Prince Charles & Princess Diana's Wedding (1981)
- Space Shuttle Challenger (1986)
- Fall of the Berlin Wall (1989)



President Franklin D. Roosevelt's Fireside Chats (1933-44)

Musical Moments

- Elvis Presley's television debut on The Ed Sullivan Show (1956)
- The Beatles' American debut on The Ed Sullivan Show (1964)
- Motown 25: Yesterday, Today, Forever (1983)
- Madonna's performance at the MTV Video Music Awards (1984)
- We Are the World Broadcast Premiere (1985)
- Live Aid (1985)
- Whitney Houston performs the National Anthem at Super Bowl XXV (1991)
- America: A Tribute to Heroes (2001)
- Super Bowl XXXVI Halftime Show featuring U2 (2002)
- Super Bowl 50 Halftime Show featuring Beyoncé, Bruno Mars, and Coldplay (2016)

Sports Moments

- New York Giants player Bobby Thomson Hits the "Shot Heard Round the World" against the Brooklyn Dodgers" "The Giants Win the Pennant" (1951)
- Joe Namath and the New York Jets win Super Bowl III (1969)
- Secretariat Wins the Triple Crown (1973)
- Battle of the Sexes: Bobby Riggs vs. Billie Jean King Tennis Match (1973)
- 1980 Winter Olympics Men's Hockey: Miracle on Ice: USA vs. USSR (1980)
- Mary Lou Retton Olympic Gold (1984)
- Super Bowl XXV (1991)
- 1999 FIFA Women's World Cup Final (1999)
- U.S. World Cup quarterfinals (2002)
- 2012 London Olympic Women's Gymnastics Team wins gold (The "Fierce Five") (2012)

Advertising & Commercials

- General Motors: "See the USA in Chevrolet" (1953)
- Green Giant: Introduction to the Jolly Green Giant (1960)
- Oscar Mayer: "Oh I Wish I Were an Oscar Mayer Weiner" (1963)
- Coca-Cola: "Mean Joe Greene" (1979)
- Apple: "1984" (1984)
- Wendy's: "Where's the Beef?" (1984)
- Nike: "Air Jordan" (1985)
- "Got Milk?" (1993)
- Budweiser: "Bud, Weis, Er" Frogs (1995)
- Snickers: "Betty White" (2010)
- Volkswagen: "The Force" (2011)

Spanish Language Programs

- Sabado Gigante (1986-2015)
- "Fernandomania" (1981)
- Ricky Martin performing "The Cup of Life" at the 1999 Grammys (1999)
- Celia Cruz and Friends: A Night of Salsa, featuring the legendary Tito Puente (1999)
- Ugly Betty (2006-10)
- Spanish-language PSAs during COVID-19 (2020-1)
- La Reina Del Sur (2020)

Kids and Family Programming

- Howdy Doody Series Finale (1960)
- Sesame Street series premiere (1969)
- The Muppet Show with guest Harry Belafonte (1979)
- It's the Great Pumpkin, Charlie Brown (1979)
- Schoolhouse Rock!: America Rock (1987)