

The Museum of Television & Radio

2004 Annual Report

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Letter from the Chairman

On behalf of my fellow trustees and the entire staff, I am delighted to present the annual report of The Museum of Television & Radio. We hope you will share our pride in what we accomplished during 2004—in and outside our facilities in New York and Los Angeles.

Year-round the Museum strives to make its increasingly diverse audiences aware of the important cultural and artistic work done in television and radio. We achieve this through wide-ranging activities, including education classes, seminars, screening and listening series, exhibits, and annual festivals.

This past year was no exception, to judge from a few highlights. We presented what proved to be one of our most popular exhibitions ever: *It Was Forty Years Ago Today...The Beatles in America*. This gallery exhibit of rare photos and video footage and a listening series of radio interviews commemorated the arrival of the Fab Four in this country. And in a fervently contested election year, we launched *The Political Process in the Media Age*, a series of fascinating screenings and seminars that examined the dynamic relationship between politics and the media. Several of these seminars were part of our University Satellite Seminar series, and as such were transmitted live to college classrooms nationwide.

Our class program takes a lead role in the Museum's educational efforts. Classes on the civil rights movement and the Cold War are perennial favorites, but our class on the history of presidential advertising won the popular vote this year; scores of high school classes visited to study historic and contemporary examples of how candidates shape their images and deliver their messages through political ads. Another highlight in education: after several successful years at our Los Angeles facility we were pleased to launch a Distance Learning Program in New York, which enables our educators to reach beyond our walls and teach remote audiences via videoconference.

And, thanks to our acquisition efforts in 2004, future generations of students, teachers, and scholars, as well as the general public, will have a greater wealth of programs and advertisements to study and enjoy. More than 3,000 hours of programming were added to our collection, a time capsule of our life and times.

In addition to these public activities, the Museum provides a premier venue for discussion and debate among media professionals through its MT&R Media Center. This forum of senior executives in the media and its related industries comes together throughout the year for a wide array of events covering pressing topics, such as our Dialogue in Los Angeles in May, "Protecting Digital Content," which addressed how technology can promote protection of content in the digital age. The Museum's International Council, comprised of the chief executives of the world's leading media companies, had its annual conference in Cape Town, South Africa. It was an extremely successful series of panel discussions and other events, and we would like to thank President Thabo Mbeki for his hospitality.

None of these activities would be possible without the valued support of the corporations, foundations, and individual donors to whom we extend our deepest gratitude. I would also like to take this opportunity to thank the Museum's devoted leadership: its Trustees, Los Angeles Board of Governors, and Media Center Board of Governors. Your guidance and advocacy in 2004 was dearly appreciated by everyone at the Museum.

We also thank you, our public, who we are honored to serve. We look forward to seeing you at the Museum.

Frank A. Bennack, Jr.

Museum Overview

The Museum of Television & Radio is a national nonprofit educational organization whose archive holds a wealth of information recorded on television and radio about our history, our culture, and our progress as a society. The Museum is the first institution in the world whose holdings of radio and television programming are acquired and cataloged expressly for the education of and use by the general public.

Founded in 1975 in New York by William S. Paley, and expanded to Los Angeles in 1996, the Museum's mission is to collect, preserve, and interpret television and radio programming and advertisements, and to ensure full public access to the collection. The Museum also works to educate and engage audiences through thematic screening and listening series, seminars, festivals, educational activities for children, publications, and exhibitions that illuminate the heritage and inform the future of television and radio.

Through generous program donations by the broadcast and cable networks, independent producers and production companies, individuals and organizations, and advertising agencies, the Museum's ever-growing collection consists of more than 100,000 television and radio programs and advertisements, spanning from 1918 to the present, which form the foundation for all the Museum's public programs.

Four major goals coincide with the Museum's mission:

- To be the foremost museum dedicated to the study of television and radio programming and advertisements
- To serve as the primary resource for the general public who wish to view and listen to television and radio programming history
- To provide through education and exhibition activities a forum for greater understanding and appreciation of the artistic value, social impact, and historical significance of television and radio programming
- To provide services to communications professionals which address key issues in the field

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Public Programming

The Museum's collection provides the foundation for a wide range of public programs, including screening and listening series, festivals, gallery exhibits, and seminars. These interpretive programs, developed by Museum curators, illuminate topics of social, historic, popular, or artistic significance while also providing the public with a new context in which to observe and analyze the media, and specifically how television and radio communicate and influence ideas, values, and our culture as a whole.

General Seminars

The Museum's seminar program features in-person discussions with distinguished performers, critics, writers, directors, producers, journalists, and others involved in the creative process of programming. Topics range from the collaborative process behind programming to significant historic events captured by the media.

NEW YORK

A CONVERSATION ABOUT GEORGE BALANCHINE

Tuesday, January 20, 2004

6:00 to 7:30 p.m.

Moderator: **Ron Simon**, Curator, MT&R

Panelists: **Suzanne Farrell**, Artistic Director, The Suzanne Farrell Ballet, Fmr. Principal Dancer, New York City Ballet; **John Goberman**, Executive Producer, *Live from Lincoln Center*; **Barbara Horgan**, Chairman, The George Balanchine Foundation; **Edward Villella**, Founding Artistic Director/CEO, Miami City Ballet; Fmr. Principal Dancer, New York City Ballet

WRITING SITUATION COMEDIES:

FROM PITCH TO POLISH

Monday, February 9, 2004

6:00 to 7:30 p.m.

Moderator: **Ron Simon**, Curator, MT&R

Panelists: **Cindy Chupack**, Writer, *Sex and the City*, *Everybody Loves Raymond*; **Eric Gilliland**, Executive Supervising Producer, *Roseanne*; **David Steven Cohen**, Writer, *Alf*, *Living Single*, *Pee Wee's Playhouse*

Writing Raymond: AN EVENING WITH THE ENTIRE WRITING STAFF OF EVERYBODY LOVES RAYMOND

Cosponsored by Writers Guild of America, East

Monday, March 1, 2004

6:00 to 8:00 p.m.

Moderators: **Neal Gabler**, Media Historian; **Ron Simon**, Curator, MT&R

Panelists: **Phil Rosenthal**, Creator/Executive Producer; **Tom Caltabiano**; **Leslie Caveny**; **Tucker Cawley**; **Mike Royce**; **Lew Schneider**; **Mike Scully**; **Aaron Shure**; **Steve Skrovan**; **Jeremy Stevens**

PRIME TIME'S HOT ADDRESSES:

THE IMAGINATION OF DARREN STAR

Monday, March 22, 2004

6:00 to 7:30 p.m.

Moderator: **Ron Simon**, Curator, MT&R

Panelist: **Darren Star**

CAETANO VELOSO: LIVE AND ON TELEVISION

In association with **Carnegie Hall**

Tuesday, April 13, 2004

6:00 to 7:30 p.m.

Moderator: **Ron Simon**, Curator, MT&R

Panelist: **Caetano Veloso**

BOB EDWARDS ON EDWARD R. MURROW AND NPR

Monday, May 10, 2004

6:00 to 7:30 p.m.

Moderator: **Ron Simon**, Curator, MT&R

Panelist: **Bob Edwards**

THE WILLIAM S. PALEY LECTURE: DICK WOLF

Tuesday, May 18, 2004

6:00 to 7:30 p.m.

Moderator: **Stuart N. Brotman**, President, MT&R

Panelist: **Dick Wolf**

This lecture, the tenth in a series honoring William S. Paley, founder of CBS, has been generously underwritten by the **CBS Foundation**.

CONTROL ROOM

AN INSIDE LOOK AT AL JAZEERA

Wednesday, May 19, 2004

6:00 to 7:30 p.m.

Moderator: **Stuart N. Brotman**, President, MT&R

Panelists: **Samir Khader**, Senior Producer, Al Jazeera; **Jehane Noujaim**, Director; **Col. Jay M. Parker**, Director of International Relations and National Security Studies, USMA, West Point; **Lt. Josh Rushing**, Press Officer, Central Command; **Abdallah Schleifer**, Executive Producer

NO LIMITS: A LOOK AT

QUEER AS FOLK AND THE L WORD

Monday, May 24, 2004

6:00 to 7:30 p.m.

Moderator: **Ron Simon**, Curator, MT&R

Panelists: **Steven Capsuto**, Author, *Alternate Channels*; **Ilene Chaiken**, Creator/Executive

Producer/Writer, *The L Word*; **Ron Cowen**, Executive

Producer/Writer, *Queer as Folk*; **Robert Gant**,

"Professor Ben Bruckner," *Queer as Folk*; **Robert**

Greenblatt, President of Entertainment, Showtime

Networks Inc.; **Daniel Lipman**, Executive

Producer/Writer, *Queer as Folk*; **Katherine Moennig**,

"Shane McCutcheon," *The L Word*

THE JURY IS IN

Premiere of the New Courtroom Drama

Thursday, June 3, 2004

6:00 to 7:30 p.m.

Moderator: **Stuart N. Brotman**, President, MT&R

Panelists: **Billy Burke**, "John Ranguso"; **Adam**

Busch, "Steve Dixon"; **Cote de Pablo**, "Marguerite

Cisneros"; **Tom Fontana**, Creator/Writer/Executive

Producer; **Shalom Harlow**, "Melissa Greenfield";

Jeff Hephner, "Keenan O'Brien"; **Barry Levinson**,

Creator/Executive Producer/Director/"Judge Horatio

Hawthorne"; **James Yoshimura**,

Creator/Writer/Executive Producer

New York Premiere

LAST MAN STANDING

POLITICS, TEXAS-STYLE

Tuesday, June 15, 2004

6:00 to 7:30 p.m.

Moderator: **Allen Glover**, Curator, MT&R

Panelist: **Paul Stekler**, Filmmaker

A CONVERSATION WITH RON BURGUNDY

Wednesday, July 7, 2004

8:00 to 10:15 p.m.

Introduction: **David Bushman**, Curator, MT&R

Moderator: **Bill Kurtis**, A&E

Panelist: **Will Ferrell**, "Ron Burgundy"

TELEVISION AND THE OLYMPICS

World Premiere

BUD GREENSPAN REMEMBERS:

THE 1984 L.A. OLYMPICS

Thursday, July 15, 2004

6:00 to 8:00 p.m.

Introduction: **Frank Deford**

Moderator: **Ron Simon**, Curator, MT&R

Panelists: **Bud Greenspan**

THE OLYMPICS ON TELEVISION:

THE IMPACT ON NATIONAL IDENTITY

Thursday, August 5, 2004

6:00 to 7:30 p.m.

Moderator: **Stuart N. Brotman**, President, MT&R

Panelists: **Susan Bachrach**, Author, *The Nazi*

Olympics: Berlin 1936 and Curator of Special

Exhibitions, United States Holocaust Memorial

Museum; **His Excellency Mr. John Dauth**,

Ambassador and Permanent Representative of

Australia to the United Nations; **Michael Pearl**,

Executive Producer and Senior Vice President of

Production, ABC Sports; **George Roy**, Copresident,

Black Canyon Productions; **Tommie Smith**, 1968

Olympic Gold Medalist

ADVERTISING WEEK

MADISON AVENUE GOES TO WASHINGTON:

THE IMAGE-MAKERS WHO HAVE SHAPED

PRESIDENTIAL ELECTIONS

Monday, September 20, 2004

1:30 to 2:45 p.m.

Moderator: **Bill Schneider**, Chief Political

Correspondent, CNN

Panelists: **Phil Dusenberry**, Former Chairman, BBDO

North America; **Bill Hillsman**, Political Consultant;

Mike McManus, Jr., Former Assistant to President

Ronald Reagan; President & CEO, Misonix, Inc.; **Roy**

Spence, Jr., President & Founder, GSD&M

Advertising

(Advertising Week continues)

**JUST FOR LAUGHS—CELEBRATING
HUMOR IN ADVERTISING**

Tuesday, September 21, 2004
5:00 to 6:30 p.m.

Moderator: **Bob Mankoff**, Cartoon Editor, *The New Yorker*

Panelists: **Cheryl Berman**, Chairman & Chief Creative Officer, Leo Burnett USA; **Gerry Graf**, Executive Creative Director, TBWA\Chiat\Day New York; **Bob Kuperman**, President & CEO, DDB New York; **Tim Mellors**, President & Chief Creative Officer, Grey Worldwide, North America; **Tod Seisser**, Chief Creative Officer, Saatchi & Saatchi New York; **Donna Weinheim**, Senior Creative Director, BBDO New York

THE POLITICAL PROCESS IN THE MEDIA AGE

MTV AND THE CAMPAIGN FOR THE YOUTH VOTE

Thursday, September 30, 2004
6:00 to 7:30 p.m.

(see University Satellite Seminar Series for full description)

Preview (excerpts)

**DECISIONS THAT SHOOK THE WORLD
(FEATURING FDR, LBJ, AND RONALD REAGAN)**

Monday, October 4, 2004
6:00 to 7:30 p.m.

Moderator: **Maureen Dowd**, Columnist, *The New York Times*

Panelists: **Donald A. Baer**, Senior Executive Vice President, Strategy and Development, Discovery Communications, Inc.; **Michael Beschloss**, Presidential Historian; Coproducer and Narrator; **Jerry Rafshoon**, Filmmaker

C-SPAN: ADVENTURES IN DEMOCRACY

BOOK-TV: PROMOTING CITIZENS' LITERACY

Thursday, October 7, 2004
6:00 to 7:30 p.m.

Moderator: **Neal Gabler**, Author

Panelists: **Joni Evans**, Executive Vice President, William Morris Agency, Inc.; **Martin Garbus**, Lawyer; Author; **Todd Gitlin**, Author; **Mitchell Kaplan**, President, American Booksellers Association; **Sam Tanenhaus**, Editor, *New York Times Book Review*
C-SPAN Representative: **Connie Doebele**, Executive Producer for Book Programming, C-SPAN

C-SPAN AND CONGRESSIONAL HEARINGS

Monday, November 8, 2004
6:30 to 8:00 p.m.

(see University Satellite Seminar Series for full description)

Funding for *The Political Process in the Media Age* was generously provided by **The Blanche and Irving Laurie Foundation**.

Funding for *C-SPAN: Adventures in Democracy* was generously provided by **The Rosalind P. Walter Foundation**. Additional support provided by cable television pioneer **Gerry Lenfest**.

THE OFFICE SPECIAL

Monday, October 18, 2004
6:30 to 8:30 p.m.

Introduction: **Bill Hilary**, CEO and President, BBC America

Moderator: **Matt Roush**, Senior Television Critic, *TV Guide*

Panelist: **Ricky Gervais**, Cocreator and Star

DECODING "THE MESSAGE":

A PREVIEW OF FRONTLINE'S THE PERSUADERS

Tuesday, October 26, 2004
6:30 to 8:00 p.m.

Moderator: **Rachel Dretzin**, Producer/Director

Panelists: **Del Galloway**, President & CEO, Public Relations Society of America; **Dr. G. Clotaire Rapaille**, Chairman, Archetype Discoveries Worldwide; **Doug Rushkoff**, Correspondent; **Lance Strate**, Associate Professor, Communication and Media Studies, Fordham University

Special Preview

AMERICAN EXPERIENCE: FIDEL CASTRO

Tuesday, November 16, 2004

6:00 to 7:30 p.m.

Screening Introduction: **Mark Samels**, Executive Producer of American Experience
Moderator: **Lissa Ree Weinmann**, Director, The Cuba Project at the World Policy Institute
Panelists: **Adriana Bosch**, Producer/Director/Writer; **Brian Latell**, Senior Associate and Director, Central America and Caribbean Project, Americas Program, CSIS; **Marifeli Pérez-Stable**, Author, *The Cuban Revolution: Origins, Course, and Legacy*; **Julia Sweig**, Senior Fellow, Latin America Program, Council on Foreign Relations; Author, *Inside the Cuban Revolution*

This event is cosponsored by the Council on Foreign Relations and WGBH/American Experience.

**THEY MADE BROADCASTING:
A CONVERSATION WITH SIR HAROLD EVANS**

Wednesday, December 8, 2004

6:00 to 7:30 p.m.

Moderator: **Consuelo Mack**, Anchor and Senior Correspondent, CNBC
Panelist: **Sir Harold Evans**, Author, Publisher, and Journalist

New York Premiere

THE CUTTING EDGE: THE MAGIC OF MOVIE EDITING

Thursday, December 9, 2004

6:00 to 8:00 p.m.

Moderator: **Ron Simon**, Curator, MT&R
Panelists: **Wendy Apple**, Director; **Carol Littleton**, A.C.E. (*Body Heat*); **Craig McKay**, A.C.E. (*The Silence of the Lambs*); **Thelma Schoonmaker**, M.P.S.E., A.C.E. (*Raging Bull*); **Tim Tobin**, Editor, *The Cutting Edge: The Magic of Movie Editing*

LOS ANGELES

MALCOLM IN THE MIDDLE

Tuesday, February 10, 2004

7:00 to 8:30 p.m.

Moderator: **Barbara Dixon**, Director, MT&R Los Angeles
Panelists: **Linwood Boomer** (Creator, Executive Producer), **Justin Berfield** (Actor), **Bryan Cranston** (Actor), **Jane Kaczmarek** (Actor), **Christopher Masterson** (Actor), **Eric Per Sullivan** (Actor), **Frankie Muniz** (Actor)

HUMANITAS: COMEDY

Wednesday, February 11, 2004

(see University Satellite Seminar Series for full description)

THE HISTORY OF GAY AND LESBIAN IMAGES ON TV

Thursday, March 25, 2004

(see University Satellite Seminar Series for full description)

HUMANITAS: LONGFORM

Wednesday, April 7, 2004

7:00 to 8:30 p.m.

Moderators: **Chris Donahue** (Executive Director, Humanitas Prize), **Barbara Dixon**, Director, MT&R Los Angeles
Panelists: **Suzette Couture** (Writer, *Heaven*), **Paris Qualles** (Writer, *The Tuskegee Airman*), **John Sacret Young** (Writer, Producer, *The West Wing*)

A CONVERSATION WITH DAN CURTIS

Thursday, April 22, 2004

7:00 to 8:30 p.m.

Moderator: **David Bushman**, Curator, MT&R
Panelist: **Dan Curtis** (Creator, Executive Producer, *Dark Shadows*)

MR. MONK GOES TO THE MUSEUM

Monday, May 10, 2004

7:00 to 8:30 p.m.

Moderator: **Barbara Dixon**, Director, MT&R Los Angeles

Panelists: **David Hoberman** (Cocreator, Executive Producer), **Jason Gray-Stanford** (Actor), **Ted Levine** (Actor), **Bitty Schram** (Actor), **Tony Shalhoub** (Actor), **Randy Zisk** (Director, Executive Producer)

A CONVERSATION WITH DR. PHIL

Wednesday, May 12, 2004

7:00 to 8:30 p.m.

Moderator: **Barbara Dixon**, Director, MT&R Los Angeles

Panelists: **Dr. Phil McGraw** (Host, *Dr. Phil Show*)

TELEVISION AND THE OLYMPICS

BUD GREENSPAN'S FAVORITE OLYMPIC MOMENTS

Tuesday, July 6, 2004

7:00 to 8:30 p.m.

Moderator: **David Simon**

Panelists: **Bud Greenspan** (Olympic Correspondent, Documentary Producer), **Nancy Beffa** (Documentary Producer)

1984 SUMMER OLYMPICS IN LOS ANGELES

Monday, July 19, 2004

7:00 to 8:30 p.m.

Moderator: **John Naber** (Olympic Gold Medalist)

Panelists: **Anita DeFrantz** (Olympic Champion), **David Wolper** (Producer), **Bill Dwyre** (*LA Times* Columnist), **Rafer Johnson** (Olympic Champion), **Jim Lampley** (Television Sports Reporter)

THE APPRENTICE

Monday, September 20, 2004

7:00 to 8:30 p.m.

Moderator: **Billy Bush** (Cohost, *Access Hollywood*)

Panelists: **Mark Burnett** (Producer, *Survivor*, *The Apprentice*), **Donald Trump** (Executive Producer, *The Apprentice*)

THE POLITICAL PROCESS IN THE MEDIA AGE

AMERICAN EXPERIENCE: RFK

Monday, September 27, 2004

7:00 to 8:30 p.m.

Moderator: **Tom Oliphant** (Political Commentator)

Panelists: **Mark Samels** (Executive Producer, *The American Experience*), **Frank Mankiewicz** (Vice Chairman, Hill & Knowlton, Former Press Secretary to RFK), **David Grubin** (Filmmaker)

DECISIONS THAT SHOOK THE WORLD

Wednesday, October 6, 2004

7:00 to 8:30 p.m.

Moderator: **Michael Kinsley** (Editorial Editor, *LA Times*)

Panelists: **Donald Baer** (Senior Executive Vice President, Discovery Communications Inc.), **Michael Beschloss** (Political Historian), **Gerald Rafshoon** (Filmmaker)

JACK VALENTI LOOKS BACK

Tuesday, October 12, 2004

7:00 to 8:30 p.m.

Moderator: **Martin Kaplan** (Dean, The Annenberg School for Communication)

Panelist: **Jack Valenti** (Former President, The Motion Picture Association of America)

A CONVERSATION WITH DAVID MILCH

Monday, October 4, 2004

7:00 to 8:30 p.m.

Moderator: **Brian Lowry** (Columnist, *Variety*)

Panelist: **David Milch** (Producer/Creator, *Deadwood*)

THE MITCHELL SEMINAR:

CARSEY/WERNER

Wednesday, November 17, 2004

7:00 to 8:30 p.m.

Moderator: **Warren Littlefield** (Former Programming Chief, NBC)

Panelists: **Marcy Carsey** (Producer), **Tom Werner** (Producer)

This is the eighth in a series of annual seminars to honor John H. Mitchell. Mr. Mitchell was president of Columbia Pictures Television and executive vice president of Columbia Pictures Industries, Inc., where he oversaw the production of 150 series as well as 50 specials and movies-of-the-week. Mr. Mitchell was also president of the Academy of Television Arts and Sciences and the founder of the Television Academy Hall of Fame.

University Satellite Seminars

The Museum reaches beyond its walls to serve an off-site collegiate audience through its University Satellite Seminar program. This initiative utilizes satellite technology to transmit Museum seminars to hundreds of colleges and universities throughout the United States.

LOS ANGELES

TELEVISION AS SOCIAL COMMENTARY: A CELEBRATION OF THIRTY YEARS OF THE HUMANITAS PRIZE: COMEDY

Wednesday, February 11, 2004
5:30 to 7:00 p.m.

Moderator: **Barbara Dixon**, Vice President and Director, MT&R Los Angeles; **Chris Donahue**, Executive Director, The Humanitas Prize
Panelists: **Matthew Carlson** (*The Wonder Years*, *Malcolm in the Middle*); **Marcy Carsey** (*The Cosby Show*, *Roseanne*, *3rd Rock From the Sun*, *That '70s Show*, *Whoopi*); **Matt Tarses** (*Scrubs*, *Sports Night*); **Steve Tompkins** (*In Living Color*, *The Bernie Mac Show*)

THE HISTORY OF GAY & LESBIAN IMAGES ON TELEVISION

Thursday, March 25, 2004
5:30 to 7:00 p.m.

Moderator: **Barbara Dixon**, Vice President and Director, MT&R Los Angeles
Panelists: **Jennifer Beals**, "Bette Porter," *The L Word*; **Ilene Chaiken**, Creator/Executive Producer/Writer, *The L Word*; **Ron Cowen**, Executive Producer/Writer, *Queer as Folk*; **Wilson Cruz**, "Rickie Vasquez," *My So-Called Life*; **Winnie Holzman**, Creator/Coexecutive Producer, *My So-Called Life*; **Daniel Lipman**, Executive Producer/Writer, *Queer as Folk*; **Dr. Stephen Tropiano**, Author, *The Prime Time Closet: A History of Gays and Lesbians on Television*

This seminar has been funded in part by
E. Blake Byrne and the **David Geffen Foundation**

NEW YORK

TO BE, OR NOT TO BE, IN THE PICTURE THE DOCUMENTARY FILMMAKER AND THE SEARCH FOR TRUTH

Thursday, April 15, 2004
6:00 to 7:30 p.m.

Moderator: **Ron Simon**, Curator, MT&R
Panelists: **Alan Berliner** (*The Sweetest Sound*, *Intimate Stranger*); **Chris Hegedus** (*Startup.com*, *The War Room*); **Alexandra Pelosi** (*Journeys with George*); **DA Pennebaker** (*Don't Look Back*, *Monterey Pop*); **Chris Wilcha** (*The Target Shoots First*, *Secondhand Stories*)

MTV AND THE CAMPAIGN FOR THE YOUTH VOTE

Thursday, September 30, 2004
6:00 to 7:30 p.m.

Moderator: **Brianna Keilar**, Anchor, CBS News on mtvU
Panelists: **Daniel Cruise**, Kerry-Edwards Campaign Representative; **Rosario Dawson**, Actress; Cofounder, Voto Latino; **Ben Ferguson**, Bush-Cheney Campaign Representative; **Alexis McGill**, Executive Director, Citizen Change; **Ian Rowe**, Vice President, MTV Strategic Partnerships and Public Affairs
Presenter: **Matt Catapano**, Director, MTV Research & Planning

C-SPAN AND CONGRESSIONAL HEARINGS

Monday, November 8, 2004
6:30 to 8:00 p.m.

Moderator: **Albert Eisele**, Editor, *The Hill*
Panelists: **Bill Bradley**, Former U.S. Senator (NJ, 1979–97); **Al Felzenberg**, Deputy for Communications, 9-11 Commission; **John Fund**, *Wall Street Journal* Editorial Board; **Peter Hart**, Chief Executive Officer, Peter D. Hart Research Associates
C-SPAN Representative: **Terry Murphy**, Vice President of Programming, C-SPAN

William S. Paley Television Festival

The Los Angeles–based Festival features the best in television programming, past and present. The twenty-first annual Festival ran from March 3 to 16, 2004.

Funding for the Paley Festival has been provided by **William S. Paley Foundation, Inc.**

CREATING CHARACTERS: J. J. ABRAMS AND “SYDNEY BRISTOW” & “FELICITY PORTER”

Wednesday, March 3 at 7:00 p.m.

Panelists: **J. J. Abrams** (Creator/Executive Producer of *Alias* and *Felicity*), **Jennifer Garner** (“Sydney Bristow”), **Keri Russell** (“Felicity Porter”)

TRADING SPACES

Thursday, March 4 at 7:00 p.m.

Panelists: **Susan Cohen-Dickler** (Executive Producer and Chairman, Banyan Productions), **Kathy Davidov** (Executive Producer, TLC), **Paige Davis** (Host), **Ray Murray** (Executive Producer and President, Banyan Productions), **Carter Oosterhouse** (Carpenter), **Doug Wilson** (Designer)

AN EVENING WITH ANGELA LANSBURY

Friday, March 5 at 7:00 p.m.

Panelist: **Angela Lansbury**

JOAN OF ARCADIA

Saturday, March 6 at 7:00 p.m.

Panelists: **Barbara Hall** (Creator/Executive Producer), **Joe Mantegna** (“Will Girardi”), **Jason Ritter** (“Kevin Girardi”), **Mary Steenburgen** (“Helen Girardi”), **Amber Tamblyn** (“Joan Girardi”), **Michael Welch** (“Luke Girardi”)

THE O.C.

Tuesday, March 9 at 7:00 p.m.

Panelists: **Mischa Barton** (“Marissa Cooper”), **Rachel Bilson** (“Summer”), **Adam Brody** (“Seth Cohen”), **Chris Carmack** (“Luke”), **Melinda Clarke** (“Julie Cooper”), **Bob DeLaurentis** (Executive Producer), **Tate Donovan** (“Jimmy Cooper”), **Peter Gallagher** (“Sandy Cohen”), **Allan Heinberg** (Coexecutive Producer), **McG** (Executive Producer), **Benjamin McKenzie** (“Ryan Atwood”), **Kelly Rowan** (“Kirsten Cooper”), **Stephanie Savage** (Supervising Producer), **Josh Schwartz** (Creator/Executive Producer)

AN EVENING WITH WILLIAM SHATNER

Wednesday, March 10 at 7:00 p.m.

Panelist: **William Shatner**

ARRESTED DEVELOPMENT

Thursday, March 11 at 7:00 p.m.

Panelists: **Will Arnett** (“Gob Bluth”), **Jason Bateman** (“Michael Bluth”), **Michael Cera** (“George Michael Bluth”), **Portia de Rossi** (“Lindsey Bluth”), **Tony Hale** (“Buster Bluth”), **Mitchell Hurwitz** (Creator/Executive Producer), **David Nevins** (Executive Producer), **Alia Shawkat** (“Maebby Funke”), **Jeffrey Tambor** (“George Bluth, Sr.”), **Jessica Walter** (“Lucille Bluth”)

A SALUTE TO SHERWOOD SCHWARTZ

Friday, March 12 at 7:00 p.m.

Panelists: **Ann B. Davis** (“Alice Nelson”), **Christopher Knight** (“Peter Brady”), **Les Martinson** (Director), **John Rich** (Director), **Lloyd Schwartz** (Producer/Director/Writer), **Sherwood Schwartz** (Creator/Executive Producer/Writer), **Mel Shavelson**, (Director/Producer), **Dawn Wells** (“Mary Ann Summers”)

THE WIRE

Saturday, March 13 at 7:00 p.m.

Panelists: **Ed Burns** (Writer/Story Editor), **Robert Colesbury** (Executive Producer), **Wood Harris** (“Avon Barksdale”), **Wendell Pierce** (“Homicide Detective William ‘Buck’ Moreland”), **Lance Reddick** (“Lieutenant Cedric Daniels”), **David Simon** (Creator/Executive Producer/Writer), **Sonja Sohn** (“Narcotics Detective Shakima Greggs”)

SMALLVILLE

Monday, March 15 at 7:00 p.m.

Panelists: **Mat Beck** (Visual Effects Producer), **Greg Beeman** (Executive Producer), **Ken Biller** (Coexecutive Producer), **Joe Davola** (Executive Producer), **Al Gough** (Executive Producer), **Ken Horton** (Executive Producer), **Jeph Loeb** (Consulting Producer), **Miles Millar** (Executive Producer), **Mark Snow** (Composer), **Mark Verheiden** (Coexecutive Producer), **Tom Welling** (“Clark Kent”)

CARNIVÀLE

Tuesday, March 16 at 7:00 p.m.

Panelists: **Michael J. Anderson** ("Samson"), **Adrienne Barbeau** ("Ruthie"), **Clancy Brown** ("Brother Justin Crowe"), **Tim DeKay** ("Clayton Jones"), **Clea DuVall** ("Sofie"), **Howard Klein** (Executive Producer), **Daniel Knauf** (Creator/Executive Producer), **Amy Madigan** ("Iris Crowe"), **Nick Stahl** ("Ben Hawkins"), **Carolyn Strauss** (Executive Vice President, Original Programming, Series Specials, Late-Night Programming, Miniseries, HBO)

2004 Television Documentary Festival

This New York-based Festival is the only noncompetitive event of its kind devoted to the art, craft, and history of the television documentary. The 2004 Festival ran from April 15 to 25, 2004.

Funding for this Festival has been generously provided by **The Hearst Corporation, A&E, Discovery Communications, HBO, The History Channel, Court TV, and Thirteen/WNET**. Additional support provided by **IDA**.

TO BE, OR NOT TO BE, IN THE PICTURE THE DOCUMENTARY FILMMAKER AND THE SEARCH FOR TRUTH

Thursday, April 15 at 6:00 p.m.

(See University Satellite Seminar Series for full description)

VIVA VIDEO! TVTV REUNITED

Friday, April 16 at 6:00 p.m.

Moderator: **Ron Simon**, Curator, MT&R
Panelists: **Wendy Apple**; **Skip Blumberg**; **Allen Rucker**; **Tom Weinberg**; **Megan Williams**; and **Deirdre Boyle**, Media Historian

THE ART OF THE DOCUMENTARY PITCH: HOW TO TURN AN IDEA INTO A REALITY

A Workshop Cosponsored by the
International Documentary Association
Saturday, April 17 at 1:30 p.m.

Moderator: **Ron Simon**, Curator, MT&R
Panelists: **Chana Gazit**, Producer/Writer,
Steward/Gazit Productions; **Diana Holtzberg**,

Acquisitions & Project Development Director, USA,
Films Transit International; **Lauren Lazin**, Executive
Producer/Senior Vice President, MTV News and
Documentaries; **Cara Mertes**, Executive Director,
P.O.V.; **Steve Rosenbaum**, President/Chief Executive
Officer, CameraPlanet Pictures; **Susan Werbe**, Vice
President, Programming, The History Channel

BORN INTO BROTHELS:

CALCUTTA'S RED LIGHT KIDS

Saturday, April 17 at 4:00 p.m.

Moderator: **Allen Glover**, Curator, MT&R

Panelists: **Zana Briski**, Director; **Ross Kauffman**,
Director

RFK

Monday, April 19 at 6:00 p.m.

Moderator: **Ron Simon**, Curator, MT&R

Panelists: **David Grubin**, Producer/Writer; **Jeff
Greenfield**, Senior Analyst, CNN; **Jack Newfield**,
Journalist/Author, *RFK: A Memoir*

STILL DOING IT: THE INTIMATE LIVES OF WOMEN OVER 65

Wednesday, April 21 at 6:00 p.m.

Moderator: **Ron Simon**, Curator, MT&R

Panelists: **Deirdre Fishel**, Producer/Director; **Betty
Dodson**, Film Subject; **Ellen Ensig-Brodsky**, Film
Subject; **Margaret Morganroth Gullette**, Author,
Aged By Culture; **Diana Holtzberg**, Producer

DOCU-JAM: A YOUTH DOCUMENTARY SHOWCASE

In Association with Downtown Community Television
Center (DCTV)

Thursday, April 22 at 4:30 p.m.

Moderator: **Jon Alpert**, Filmmaker

Introduced Screenings: "Vicki Who?" (Raw Art
Works); "Strictly Family: Changing the Definition"
(Downtown Community Television/DCTV); "I Wish"
(Reel Stories/HBO Young Filmmakers Lab); "El Ojo
Malo: The Evil Eye" (Espanola Valley High School);
"Meth: Don't Go There" (Northwest Film Center); "El
Otro Lado de America: The Other Side of America"
(Spy Hop Productions); "Me and My Mustache" (Spy
Hop Productions); "Whose Streets? Our Streets! The
True Face of Youth Activism" (Educational Video
Center)

MTV NEWS—TRUE LIFE: I'M LIVING IN IRAQ

Thursday, April 22 at 7:00 p.m.

Moderator: **Ron Simon**, Curator, MT&R

Panelists: **Marshall Eisen**, Supervising Producer;
Chris Herzfeld, Film Subject; **Moby**, Musician; **David Schisgall**, Director/Producer; **Gideon Yago**, Chief Political Correspondent, MTV News

HEIR TO AN EXECUTION

Friday, April 23 at 6:00 p.m.

Moderator: **Allen Glover**, Curator, MT&R

Panelists: **Nancy Abraham**, Executive Producer; Ivy Meeropol, Director/Coproducer; **Michael Meeropol**, Film Subject/Eldest Son of Ethel and Julius Rosenberg; **Miriam Moscovitz**, Film Subject

JOHNNY CASH! THE MAN, HIS WORLD, HIS MUSIC

Saturday, April 24 at 1:30 p.m.

Moderator: **Allen Glover**, Curator, MT&R

Panelists: **Robert Elfstrom**, Director/Filmmaker;
Lawrence Silk, Editor

AMERICAN MASTERS HANK WILLIAMS: HONKY TONK BLUES

Saturday, April 24 at 4:00 p.m.

Moderator: **Allen Glover**, Curator, MT&R

Panelists: **Morgan Neville** (Director/Coproducer);
Colin Escott (Biographer/Coproducer)

Screening Series

Using material from the collection, the Museum organizes screening and listening series that focus on topics of social, historical, popular, or artistic interest.

NEW YORK AND LOS ANGELES

A CELEBRATION OF GEORGE BALANCHINE

December 5, 2003, to March 7, 2004

SEX AND THE CITY MARATHON

January 17 to February 22, 2004

2003 INTERNATIONAL EMMY AWARD WINNERS

January 16 to February 1, 2004

BLACK HISTORY MONTH:

SPOTLIGHT ON RUSSELL SIMMONS

February 1 to February 29, 2004

IT WAS FORTY YEARS AGO TODAY...

THE BEATLES IN AMERICA

February 6 to May 2, 2004

AMERICAN POP

February 6 to October 3, 2004

Soul Survivors: February 6 to April 4, 2004

The Shock of the New: April 9 to May 30, 2004

Teen Idol: June 4 to August 5, 2004

The '68 Comeback Special "Singer Presents Elvis":
August 6 to October 3, 2004

NOT THAT THERE'S ANYTHING WRONG WITH THAT:

The History of Gay and Lesbian Images on Television

March 26 to June 27, 2004

This screening has been funded in part by

E. Blake Byrne and the **David Geffen Foundation**

A SALUTE TO NBC OPERA THEATRE'S SALOME

May 8, 2004

TONY AWARD HIGHLIGHTS: THE ALEXANDER COHEN YEARS

May 14 to June 10, 2004

LOOK! UP AT THE SCREEN!

IT'S SUPERHEROS ON TELEVISION

June 18 to October 10, 2004

THE POLITICAL PROCESS IN THE MEDIA AGE

Funding for this series is made possible by
The Blanche and Irving Laurie Foundation

THE PRESIDENCY: POLITICAL IMAGE-MAKING AND TELEVISION

**Madison Avenue Goes to Washington:
The History of Presidential Campaign Advertising**

July 7 to November 7, 2004

Narrated by Jeff Greenfield of CNN

Tanner 88

July 24 to September 5, 2004

PRIME-TIME POLITICS

Classic Political Documentaries

November 12, 2004, to January 9, 2005

(See *The Political Process in the Media Age* seminars on page 18)

TELEVISION AND THE OLYMPICS

July 13 to August 29, 2004

MUSICALS ON TELEVISION

October 1 to 3, 2004

TWO FIVE-LETTER WORDS: LENNY #?! BRUCE

November 5 to January 9, 2005

WELCOME BACK MoMA

November 20 to December 31, 2004

WORLD AIDS DAY

December 1, 2004

**SPACEY PRESENTS DARIN:
TELEVISION APPEARANCES OF BOBBY DARIN
SELECTED BY KEVIN SPACEY**

December 3, 2004, to January 13, 2005

HOLIDAY SCREENINGS

Halloween Screenings: October 26 to 31, 2004

Thanksgiving Treats: November 27 to 28, 2004

The Carpenters at Christmas: December 7 to 16

For Families: December 7 to 16, 2004

Holiday Hits: December 17 to 26, 2004

Listening Series

NEW YORK AND LOS ANGELES

WORLDS WITHOUT END

January to March 7, 2004

NORMAN CORWIN AND THE ART OF RADIO

June 24, 2003, to June 20, 2004

BOB & RAY ON THE RADIO

September 23, 2003, to March 7, 2004

CREAKING DOORS: HORROR ON THE RADIO

September 23, 2003, to March 7, 2004

HELLO, I'M JOHNNY CASH

October 3, 2003, to February 1, 2004

IT WAS FORTY YEARS AGO TODAY...

**THE BEATLES IN AMERICA—LARRY KANE
INTERVIEWS**

February 6 to June 20, 2004

THE WORLD OF KURT WEILL

February 6 to June 20, 2004

TAKE ME OUT TO THE BALL GAME

February 6 to October 31, 2004

AMERICAN MUSICAL THEATER ON RADIO

February 6 to October 31, 2004

LISTEN! IT'S SUPERHEROES ON THE RADIO

June 22 to October 31, 2004

I'M SORRY, I'LL READ THAT AGAIN

June 22 to October 31, 2004

CAMPAIGNS AND CONVENTIONS

June 22 to October 31, 2004

ART OF THE INTERVIEW

November 2, 2004, to March 6, 2005

PRESIDENTS AND THE POLITICAL PROCESS

November 2, 2004, to March 6, 2005

REMEMBERING RAY CHARLES

November 2, 2004, to March 6, 2005

REAGAN ON THE RADIO

November 2, 2004, to March 6, 2005

HOLIDAY HIGHLIGHTS

November 2, 2004, to January 2, 2005

Radio Broadcasts

NEW YORK

NH PUBLIC RADIO/THE FRONT PORCH

January 9, 2004

WBUR-FM/THE CONNECTION

January 12, 2004

THE MOTLEY FOOL

January 13, 2004

WFUV-FM/DENNIS ELSAS

January 14, 2004

March 5, 2004

WFUV-FM/THE WHOLE WIDE WORLD/GOMEZ

January 20, 2004

THE RUTH KOSCIELAK SHOW

January 22, 2004

WFUV-FM/MIXED BAG WITH PETE FORNATALE

January 23, 2004—Josh Rouse

March 18, 2004—Bob Weir

April 29, 2004—Kenny Loggins

June 4, 11, and 29, 2004

July 13, 2004

August 18, 2004—Steve Earle

KCRW-FM/THE TREATMENT WITH ELVIS MITCHELL

January 27, 2004

March 1, 9, and 16, 2004

June 10, 2004

July 1, 7, 8, and 12, 2004

November 18 and 23, 2004

WFMU-FM/JONESVILLE STATION

January 28, 2004

June 3 and 25, 2004

August 4 and 5, 2004

WNTI-FM/TODD ELLIS JAZZ PROGRAM

February 2 and 17, 2004

WCBS-FM/DAN TAYLOR MORNING SHOW/BEATLES

February 6, 2004

WNTI-FM/JOHN HAMMEL

February 11, 2004

WLIR-FM/IMA ROBOT PERFORMANCE

February 24, 2004

LBC RADIO

February 26, 2004

WFUV-FM/CITY FOLK

March 11, 2004—Indigo Girls

May 27, 2004

NEIL YOUNG RADIO TOUR

March 16, 2004

WFUV-FM/BOB DYLAN SYMPOSIUM

March 23, 2004

WFUV-FM/CEOL NA NGAEL 30TH ANNIVERSARY

March 28, 2004

KCRW-FM/MORNING BECOMES ECLECTIC

April 5 and 6, 2004

October 14 and 15, 2004—CMJ Music Marathon

AIR AMERICA RADIO/CHUCK D

May 5, 12, 19, and 26, 2004

WFAN-AM/MAC & SID/MIKE & MAD DOG

May 6, 2004

DAVID BYRNE RADIO TOUR

May 10, 2004

AMERICA ABROAD MEDIA/GARRICK UTLEY

May 13, 2004

December 7, 2004

WHLI-AM/DEAN ANTHONY TRIBUTE

May 21, 2004

AIR AMERICA RADIO/UNFILTERED

June 2, 9, and 23, 2004

July 21, 2004

KEXP-FM/JOHN IN THE MORNING

June 14 to 18, 2004

October 12 to 15, 2004—CMJ Music Marathon

5FM/SOUTH AFRICA

July 22, 2004

WFUV-FM/MAVIS STAPLES

July 23, 2004

KOCH RECORDS/CHRISTINE MCVIE RADIO TOUR

September 8, 2004

WFMU/THE SPEAKEASY

September 9, 2004

MAX KINKEL SPECIAL

September 10, 2004

WORLD CAFÉ

September 14, 2004

MPR/THE SPLENDID TABLE

October 21, 2004

December 14, 2004

LOREENA MCKENNITT RADIO TOUR

October 27, 2004

5FM/NICOLE FOX

November 2 to 5, 2004

METRO FM

November 3, 2004

WKLH-FM/DAVE & CAROLE MORNING SHOW

November 11 and 12, 2004

WHYY-FM/FRESH AIR

November 18, 2004

MRN/NASCAR RADIO

November 30, 2004

MURRAY STREET PRODUCTIONS

December 9, 2004

LOS ANGELES

CAR & DRIVER GARAGE/NATIONALLY SYNDICATED

January 1 to December 12, 2004 (every Saturday)

CAR & DRIVER BOOST/NATIONALLY SYNDICATED

January 1 to December 12, 2004 (every Saturday)

THE ROMANTIC HOURS/NATIONALLY SYNDICATED

January 18, 2004

February 8 and 13, 2004

March 17, 2004

April 21, 2004

May 16, 2004

June 1 and 25, 2004

July 11, 2004

August 21, 2004

September 19, 2004

October 15, 2004

November 21, 2004

December 2, 2004

KPCC-FM/TALK OF THE CITY

February 18, 2004

September 27, 2004

KPCC SPECIAL: "BOB EDWARDS IN CONVERSATION"

May 16, 2004

AIR AMERICA/SO WHAT ELSE IS NEWS?

May 19 to June 30, 2004

NPR/INTERVIEW WITH ELVIS COSTELLO HOSTED BY ALAN CHADWICK

August 11, 2004

NPR/TALK OF THE NATION

August 17, 2004—Carl Reiner

November 9, 2004—Billy Condon

THE CAROL SMITH SHOW—PILOT FOR ABC RADIO

August 25, 2004

October 24, 2004

PREMIERE MAGAZINE LIVE!/NATIONALLY SYNDICATED

September 25 to December 18, 2004 (every Saturday)

PEACE FOR TODAY: 40TH ANNIVERSARY BROADCAST

October 24, 2004

PRI/AMERICAN ABROAD

December 8, 2004

WOR-NY/WEEKEND WITH JOAN HAMBURG

December 16, 2004

Television Special

**“The Funniest Families of Television Comedy:
A Museum of Television & Radio Special”**

July 19, 2004 on ABC

Host: **Faith Ford**

This special highlighted some of the funniest moments from television families from the last fifty years and featured candid interviews with many of comedy’s greatest families.

Gallery Exhibits

Using objects, photographs, and other artwork—accompanied by video clips from the collection and wall labels providing factual background information—gallery exhibits help the Museum to educate the public about different aspects of radio and television programming and advertisements.

LOS ANGELES

THE MAD DAY: SUMMER OF ‘68

February 6 to May 2, 2004

Photographic collection of the Beatles by Tom Murray.

**CHRONOSCOPE: A PORTRAIT OF
THE POST-WORLD WAR II ERA**

May 5 to July 3, 2004

September 8, 2004, to March 28, 2005

OLYMPICS MEMORABILIA COLLECTION

July 7 to September 5 to August 29, 2004

The Crawford & Pappazian Collections

NEW YORK

IT WAS FORTY YEARS AGO TODAY...

THE BEATLES IN AMERICA

February 6 to May 2, 2004

Backstage and Behind the Scenes

**LEO BURNETT: LEGENDARY AGENCY,
LEGENDARY BRANDS**

September 21 to October 31, 2004

**SATURDAY MORNING SUPER CELS:
MADISON AVENUE MEETS THE SUPERHEROES**

June 18 to November 28, 2004

“WELL, BLOW ME DOWN!”: 75 YEARS OF POPEYE

November 13, 2004, to January 30, 2005

Education

The Museum's Education Department serves groups of students of all ages, educators, academic administrators and community leaders with diverse constituencies. Using radio and television programs and advertisements from the Collection, Museum Educators lead discussion-based classes that encourage active observation and critical thinking about key themes and issues that have shaped contemporary society. While the medium is television or radio, the subject may be advertising, the Vietnam conflict, the changing role of women, political campaigns, global ecology, or many others. Certain classes are available through videoconferencing.

In addition, the Education Department is involved in a series of special initiatives that reach out to the community, such as the MT&R/AFTRA Mentoring Forum in Los Angeles and the Urban Visionaries Youth Film Festival in New York.

Each year, approximately 40,000 students and teachers take part in classes and family workshops led by Museum Educators.

CLASS PROGRAM

New York

Once Upon a Tale: Stories from around the World: Grades K – 12

Muppets and Puppets: Grades K – 3

Tooned in to Animation: Grades 3 – 7

Faster Than a Speeding Bullet: Superheroes on Radio: Grades 4 – 8

Telling a Story with Sound: Grades 4 – 8

The Fine Art of Persuasion: Television and Advertising: Grades 8 – 12

Portrayals of Women on Television: Grades 8 – 12

The Thirty-Second Candidate: Political Advertising on Television: Grades 9 – 12

Urban Visionaries Youth Film Festival Screenings: Best of 2005: Grades 9 – 12

America through the Lens: The Art of Television Documentary: Grades 10 – 12

Get Up! Stand Up! The Civil Rights Movement and Television: Grades 9 – 12

The Red Scare: The Cold War & Television: Grades 9 – 12

The Living Room War: Television & Vietnam: Grades 10 – 12

Los Angeles

Fractured Fairy Tales: Grades K – 3

Around the World: Grades K – 4

From Rockets to the Red Planet: Space on Television: Grades 3 – 12

The Master of Suspense: Hitchcock on the Box: Grades 5 – 12

Animation: Not Just for Saturday Morning: Grades 6 – 12

FAMILY PROGRAMS

The department coordinates a range of programs for individual children and accompanying adults, camps, and community groups that include Re-creating Radio and Saturday Family Workshops.

Saturday Family Workshops

New York

A Mane Event: *Between the Lions*

January 10, 2004

Participant: Christopher Cerf, Creator

Popeye's Voyage: The Quest for Pappy

November 13, 2004

Premiere

Los Angeles

From Rockets to the Red Planet:

Space on Television

April 24, 2004

Participant: Bill Nye, the Science Guy

We Interrupt this Program to Bring You...

Liquid Radio Players

May 22, 2004

Western Daze

September 12, 2004

Held in conjunction with the Gene Autry Museum

Re-creating Radio

Re-creating Radio is a weekly two-hour workshop where children ages nine and older produce an old-time radio drama using scripts, sound effects, and music. The workshop takes participants through the many stages of radio production and concludes with a "live" broadcast.

Funding in New York is provided by

The Mel Karmazin Foundation

Funding in Los Angeles is provided by

The Ahmanson Foundation

Acquisitions for the Collection

On an ongoing basis, the Museum acquires television and radio programming from networks, production companies, local stations, and private individuals. Goals to broaden the collection encompass not only historic and contemporary programs from network, cable, and local companies, but also a greater representation of syndicated and international material.

In 2004, the Museum acquired for its collection over 3,300 hours of programming, including television, radio, and advertisements.

Highlights of these acquisitions include:

Television Programming

From HBO, over forty hours of programming, including a number of award-winning, original programs such as *Angels in America*, *Iron Jawed Angels*, and *The Sopranos*; from Paramount Network Television, all 264 episodes of the Emmy Award-winning *Frasier*; and from Francetélévisions and the Institut National De L'Audiovisuel (INA), a generous donation of programs as part of the Museum's French Collection and featuring some of the country's acclaimed arts programming, including dramatic productions of *Cyrano de Bergerac* (1960) and Molière's *Don Juan* (1965), as well as a rare performance by Maria Callas.

Radio Programming

The November 22, 1963 broadcast of the John F. Kennedy assassination, donated by Bill Tynan, manager of on-air promotion/production for WCBS-FM; a 1967 three-hour radio tribute to jazz legend Billie Holiday, produced by KPFA-FM and including interviews with Lena Horne, Dizzy Gillespie, and Studs Terkel; and a compilation of timely news features and significant interviews—all conducted by Bob Edwards, the voice of National Public Radio's *Morning Edition* for almost twenty-five years, whose last broadcast on NPR was April 30, 2004.

Advertisements

The Museum acquired over one hundred 2004 presidential campaign commercials from the George Bush and John Kerry campaigns and political action committees, including many of the most influential, most talked-about ads of the campaign season; spots were donated by MoveOn, the Media Fund, Swift Boat Veterans, and Progress for America, among others, and we also acquired numerous political ads from the 1970s and '80s. In conjunction with this year's inaugural Advertising Week in New York City, a weeklong, citywide celebration of the advertising industry—during which the Museum hosted multiple public panels, education events, lectures, and a dynamic multimedia gallery exhibit tracing the evolution of the legendary Leo Burnett agency—we acquired materials from Leo Burnett and other top agencies (e.g., TBWA\Chiat\Day and Saatchi & Saatchi), including both contemporary and classic commercials.

Annual Galas

NEW YORK

February 19, 2004

Honoree: **Tom Brokaw**

LOS ANGELES

November 15, 2004

Honorees: **Barbara Walters** and ***Everybody Loves***

Raymond Creator/Executive Producer **Phil**

Rosenthal, Ray Romano and the Cast and Creative Team

Special Events

The Special Events Department is responsible for planning, implementing, and managing the Museum's internal and external events. These events provide opportunities for donors to attend exclusive previews, dinners, and screenings showcasing the best of television and radio. The department also organizes the Museum's primary fundraising events: its annual galas and the Celebrity Golf Classic.

2nd Annual Celebrity Golf Classic

June 7, 2004

Sherwood Country Club, Thousand Oaks, CA

Participants included: **Eric Close, David James Elliot, Bob Goen, Dennis Haysbert, Joe Mantegna, Chi McBride, Kevin Nealon, John O'Hurley, Scott Wolff**

Members-Only Events

NEW YORK

THE FIGHT

April 14, 2004

TONY AWARDS SCREENING HIGHLIGHTS

May 6, 2004

THE HISTORY OF PRESIDENTIAL CAMPAIGN ADVERTISING SCREENING PREVIEW

Wednesday, June 30, 2004

LENNY BRUCE SCREENING PREVIEW

Wednesday, November 3, 2004

LOS ANGELES

THE GOODBYE GIRL

January 13, 2004

Panelists include: **Richard Benjamin, Ted Read, Jackie Cambas, Nancy Foy**

ELAINE STRITCH AT LIBERTY

May 11, 2004

Panelists include: **Elaine Stritch, Carol Burnett, Lily Tomlin, Stockard Channing, Megan Mullay**

WOOL CAP

November 11, 2004

Panelists include: **William H. Macy, Steven Schachter**

BOBBY DARIN: BEYOND THE SEA

November 12, 2004

Panelists include: **Kevin Spacey**

Producers Circle Events

A CONVERSATION WITH JACQUES D'AMBOISE

April 7, 2004

Cocktail reception with former New York City ballet dancer and National Dance Institute founder Jacques d'Amboise, followed by a seminar with highlights of his television appearances.

CAETANO VELOSO: LIVE AND ON TELEVISION IN ASSOCIATION WITH CARNEGIE HALL

April 13, 2004

Private reception for world music star *Caetano Veloso* before a screening of a new documentary on Brazilian music.

PREMIERE OF THE AMERICAN EXPERIENCE: RFK BY DAVID GRUBIN

April 19, 2004

Boardroom dinner following a screening and panel discussion about David Grubin's new documentary, *The American Experience: RFK*.

Panelists included: **Jeff Greenfield** of CNN, Columnist **Jack Newfield**, JFK advisor, **Ted Sorenson**, and **Morley Safer** of CBS

AN EVENING WITH PAULA ZAHN

May 11, 2004

Cocktails followed by a screening and discussion with CNN news anchor Paula Zahn. The evening concluded with a sit-down dinner.

INSIDE CNN TOUR AND DINNER WITH ANDERSON COOPER

September 20, 2004

Cocktails in the Lotus Suite of the Mandarin Oriental, tour to follow at CNN. Evening concluded with dinner in the Lotus Suite of the Mandarin Oriental.

THEY MADE BROADCASTING: A CONVERSATION WITH SIR HAROLD EVANS

December 8, 2004

Public seminar moderated by Consuelo Mack, followed by a private boardroom dinner.

MT&R Media Center

The Museum of Television & Radio (MT&R) Media Center brings together the top executives and leading thinkers in the global media industry to discuss a wide range of critical issues that will define the media and its role in society for generations to come. It takes a leadership position in the thoughtful analysis of critical issues related to the media and its associated businesses.

Funding for the establishment of the MT&R Media Center has been generously provided by **Gustave M. Hauser**.

Industry Programs

Programs for industry professionals encompass private events, forums, and gatherings organized for global business leaders in media, entertainment, communications, and related industries who are invited to join the Museum's Media Center and International Council based on their contributions to a particular field. The Media Center hosts many activities for its members on a ten-month schedule, while the International Council usually meets once per year.

Roundtable Breakfasts, New York

January 15, 2004

Ivan Seidenberg

President and Chief Executive Officer,
Verizon Communications

March 10, 2004

Donald E. Graham

Chairman and Chief Executive Officer,
The Washington Post Company

April 1, 2004

Bob Wright

Vice Chairman, GE; Chairman and Chief Executive
Officer, NBC Universal

April 20, 2004

Matthew C. Blank

Chairman and Chief Executive Officer,
Showtime Networks Inc.

April 28, 2004

Lachlan Murdoch

Deputy Chief Operating Officer, News Corporation

June 2, 2004

Michael J. Copps

Commissioner, Federal Communications Commission

June 9, 2004

George Bodenheimer

President, ESPN, Inc. and ABC Sports

June 15, 2004

Karen Elliott House

Senior Vice President, Dow Jones & Company
Publisher, *The Wall Street Journal*

June 29, 2004

Don Logan

Chairman, Media and Communications Group,
Time Warner Inc.

October 12, 2004

Jeffrey H. Smulyan

Chairman and Chief Executive Officer,
Emmis Communications Corporation

November 4, 2004

Sir Martin Sorrell

Chief Executive, WPP

November 9, 2004

Rob Glaser

Chairman and Chief Executive Officer, RealNetworks

December 15, 2004

David Zaslav

President, NBC Universal Cable

Funding for the Roundtable Breakfast Series in
New York has been provided by

Booz Allen Hamilton.

Roundtable Breakfasts, Los Angeles

February 11, 2004

David J. Stern

Commissioner, National Basketball Association

May 4, 2004

Brian Z. France

Chairman and Chief Executive Officer, NASCAR

May 12, 2004

Norman J. Pattiz

Chairman, Westwood One Incorporated

July 1, 2004

Robert Greenblatt

President, Entertainment, Showtime Networks Inc.;
Executive Producer, *Six Feet Under*

September 28, 2004

Garth Ancier

Cochairman and Cochief Executive Officer, The WB
Television Network

November 9, 2004

Ted Harbert

President and Chief Executive Officer, E! Networks

December 2, 2004

Tony Vinciguerra

President and Chief Executive Officer, Fox Networks
Group

Funding for the Roundtable Breakfast Series in
Los Angeles has been provided by

McKinsey & Company.

Boardroom Luncheons, New York

February 5, 2004

Geraldine Laybourne

Chairman, Chief Executive Officer and Founder,
Oxygen Media Inc.

March 3, 2004

Koichi Murakami

President and Chief Operating Officer, Fuji Television
Network, Inc.

March 9, 2004

Alan Frank

Chief Executive Officer, Post-Newsweek Stations,
Inc.

April 14, 2004

William G. Parrett

Chief Executive Officer, Deloitte Touche Tohmatsu

May 19, 2004

Linda Kaplan Thaler

Chief Executive Officer and Chief Creative Officer,
The Kaplan Thaler Group

July 7, 2004

Pamela Thomas-Graham

President and Chief Executive Officer, CNBC

September 24, 2004

Jeffrey Citron

Cofounder, Chairman, and Chief Executive Officer,
Vonage Holdings Corp

October 7, 2004

Tom Wolzien

Senior Media Analyst, Sanford C. Bernstein & Co.

November 17, 2004

Robert Sachs

President and Chief Executive Officer,
National Cable & Telecommunications Association

Funding for the Boardroom Luncheon Series in New
York has been provided by **Deloitte**.

Boardroom Luncheons, Los Angeles

September 29, 2004

Stephen B. Burke

Chief Operating Officer, Comcast Corporation
President, Comcast Cable Communications

Funding for the Boardroom Luncheon Series in Los
Angeles has been provided by **Houlihan Lokey
Howard & Zukin**.

Dialogues, New York

February 10, 2004

Business News in the New Business Climate

Convened by **Arthur O. Sulzberger, Jr.**, Publisher,
The New York Times and Chairman, The New York
Times Company

Sponsored by **PricewaterhouseCoopers** and the
McCormick Tribune Foundation

March 5, 2004

Reinventing Television Advertising

Convened by **Mel Karmazin**, President and Chief
Operating Officer, Viacom Inc.

Sponsored by **Bridger Capital LLC**

June 10, 2004

New Media, New Habits:

Reaching the Young Multi-Tasker

Convened by **Tom Freston**, Copresident and Cochief
Operating Officer, Viacom Inc.

Sponsored by **McKinsey & Company** and the
McCormick Tribune Foundation

December 7, 2004

Political Coverage on Local Television News

Convened by **Frank A. Bennack, Jr.**, Vice Chairman
of the Board and Chairman of the Executive
Committee, The Hearst Corporation

Sponsored by the **McCormick Tribune Foundation**

Dialogues, Los Angeles

May 24, 2004

Protecting Digital Content

Convened by **Jeffrey L. Bewkes**, Chairman, Entertainment & Networks Group, Time Warner Inc.; **Peter Chernin**, President and Chief Operating Officer, News Corporation; **Gordon Crawford**, Senior Vice President, Capital Research and Management Company
Sponsored by **Bridger Capital LLC**

July 13, 2004

New Media, New Habits:**Reaching the Young Multi-Tasker**

Convened by **Gordon Crawford**, Senior Vice President, Capital Research and Management Company; **Leslie Moonves**, Copresident and Cochief Operating Officer, Viacom, Inc.; **Terry Semel**, Chairman and Chief Executive Officer, Yahoo! Inc.
Sponsored by **Gemstar-TV Guide International Inc.**, **Morgan Stanley**, and the **McCormick Tribune Foundation**

Dinners and Panels, New York

February 23, 2004

MT&R MEDIA CENTER DINNER AND FORUM WITH SENATOR JOHN MCCAIN

Sponsored by **KPMG LLP**

June 30, 2004

MT&R MEDIA CENTER DINNER, "THE QUESTION OF DECENCY"

Hosted by: **Tom Fontana**, Executive Producer/Creator, *Oz* and *The Jury*

Industry Forum, Los Angeles

January 27 2004

Dawn Ostroff

President, Entertainment, UPN

February 24, 2004

Steve Levitan

Executive Producer, *Just Shoot Me*, *Oliver Beene*

March 23, 2004

Peter Liguori

President and Chief Executive Officer, FX Networks

October 5, 2004

Bernie Brillstein

Founding Partner, Brillstein-Grey Entertainment

November 16, 2004

Thomas Schlamme

Producer/ Director, Shoe Money Productions

December 7, 2004

Dana Walden

President, Twentieth Century Fox Television

The Museum of Television & Radio International Council

In 1995, the Museum created an International Council comprised of the chief executives of the world's most important media companies. Approximately once a year, the International Council brings together these leaders of the media, entertainment, and communications industries, representing twenty-six countries, to meet and discuss issues of importance through formal and informal discussions as well as official receptions.

The activities of the International Council are made possible by generous grants from **Gustave M. and Rita E. Hauser, PricewaterhouseCoopers LLP Entertainment and Media Practice, Booz Allen Hamilton, and Nielsen Media Research.**

INTERNATIONAL COUNCIL MEETING

Cape Town, South Africa

October 24 to 26, 2004

Host Sponsors: **South African Broadcasting Corporation Limited** and **Primedia Ltd.** Additional support provided by **Johnnic Communications Ltd.**

Panel Discussions

HOW SOUTH AFRICA FITS INTO THE WORLD: A GEOPOLITICAL PERSPECTIVE

Venue: Parliament

Moderator: **Frank A. Bennack, Jr.**

The Hearst Corporation, United States

Panelists: **Fholisani Sydney Mufamadi**, Minister, Provincial and Local Government, South Africa;

William Makgoba, Vice Chancellor, University of KwaZulu-Natal, South Africa; **Ayanda Ntsaluba**, Director General, Foreign Affairs, South Africa; **Iraj Abedian**, Chief Executive Officer, Pan-African Advisory Group, South Africa; **Jendayi E. Frazer**, U.S. Ambassador to South Africa

TECHNOLOGY AND CONSUMER BEHAVIOR: CONSEQUENCES FOR THE ENTERTAINMENT INDUSTRY

Venue: Parliament

Moderator: **Gordon Crawford**, Capital Research and Management, United States

Panelists: **Mel Karmazin**, Sirius Satellite Radio, United States; **Robert McCann, Jr.**, Nielsen Media

Research, United States; **Craig Mundie**, Microsoft Corp., United States; **Bill Roedy**, MTV International, United Kingdom

THE CIVIC ROLE OF MEDIA IN FOSTERING DEMOCRACY AND PUBLIC TRUST

Venue: John Craig Hall, Robben Island

Moderator: **Frank A. Bennack, Jr.**, The Hearst Corporation, United States

Panelists: **Victor Ganzi**, Hearst Corporation, United States, **Pallo Jordan**, Minister, Arts and Culture, South Africa, **Peter Matlare**, South African Broadcasting Corporation, **Arzuhan Yalçindag**, Dogan Media, Turkey

Events

WELCOME LUNCHEON

Venue: Fleur du Cap

Host: **Johann Rupert**, Executive Chairman, Compagnie Financière Richemont, South Africa

Speaker: **Councilor Saleem Mowzer**, Mayoral Committee Member, City of Cape Town

OPENING DINNER

Venue: The Castle of Good Hope

Speaker: **Tokyo Sexwale**, Executive Chairman, Mvelaphanda Holdings (Pty) Limited

GALA DINNER

Venue: Leeuwenhof, the Premier's residence

Hosts: **Ebrahim Rasool**, Premier of the Western Cape Province, South Africa; **William Kirsh**, Primedia; **Peter Matlare**, SABC

Speaker: **Ivy Matsepe-Cassaburri**, Minister of Communications

VISIT TO ROBBEN ISLAND LUNCHEON MEETING WITH PRESIDENT THABO MBEKI

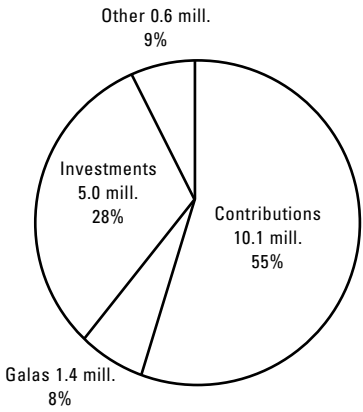
Venue: Medium Security Prison, Robben Island

Followed by brief tour

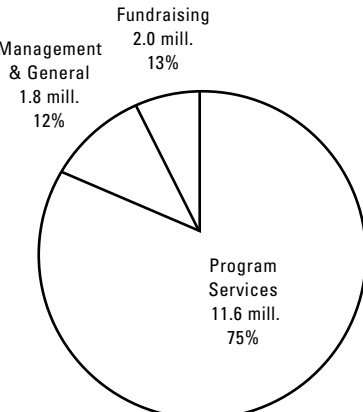
Hosts: **Dr. Ahmed Kathrada**, Chairperson, Robben Island Museum Council; **Pallo Jordan**, Minister, Arts and Culture; **Premier Ebrahim Rasool**

Summary of 2004 Financial Information

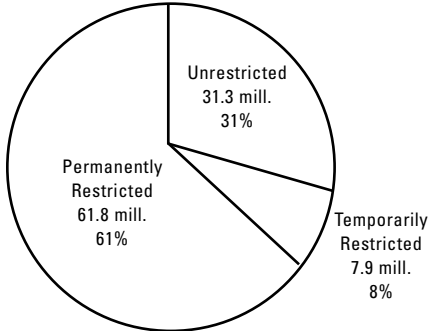
Total Revenue, Gains and Other Support \$17,144,672



Operating Expenses (excluding depreciation of \$2.3 million) \$15,404,866



Net Assets as of December 31, 2004 \$100,969,631



The Museum's audited financial statements are available on request.

Donors List

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Louis P. Friedman
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Globo International Ltd., New York
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GroupM
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Directors Guild of America
DIRECTV
The Disney Channel
Donald B. and Catherine C. Marron Foundation
Donwell Productions Inc.
E! Networks
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