

## ADVANCE NOTICE

# THE MUSEUM OF TELEVISION & RADIO FIRST ANNUAL RADIO FESTIVAL

October 23 – November 3, 1995

On the occasion of the seventy-fifth anniversary of radio, The Museum of Television & Radio is very happy to establish its Annual Radio Festival. This event is a unique opportunity for the Museum and radio's creative community to explore numerous aspects of the powerful presence radio has always had in modern life.

Over the course of two weeks this Festival offers lively and provocative public seminars, live broadcasts from the Museum's MT&R radio studio, family events to discover the workings of old-time radio production, and curated listening series, which highlight programming in the permanent radio collection.

## **WHAT YOU WILL FIND AT THE FESTIVAL**

### **Live . . . In Person**

The heart of the Festival is ten seminars, some at lunchtime and others in the evening, that focus attention on the achievements, history, and critical issues of the medium. Moderated by the Museum, these open forums bring together experts to discuss a particular topic and then engage the audience in discussion. The first week features seminars examining the critical issues surrounding talk radio—one of the most ubiquitous formats today. The second week brings a variety of seminars, from those that pay tribute to legendary and contemporary radio stations, programs, and personalities, to others that look at specific contemporary formats.

### **Broadcasting from the Museum**

The Museum will welcome many local and national radio stations to broadcast their programs live from the state-of-the-art MT&R Radio Studio during the Festival. These broadcasts are open to the general public and will give visitors a unique, behind-the-scenes look into the broadcasting process. A list of participants will be available in the Museum lobby in September.

### **Family Fun with Re-creating Radio**

Families with children ages nine years and older can experience the magic of bringing classic radio programs to life during the Museum's Saturday-morning workshops. Participants are invited to read from scripts and operate sound effects, like a "crash box" or giant squeaking door, and each child will receive a cassette of the recording.

## **The Permanent Collection**

The Museum's radio collection contains over 20,000 programs. In scope, these programs represent the entire seventy-five year history of the medium from the comedy, drama, and variety shows of the twenties, thirties, and forties, to the birth of rock 'n' roll and contemporary radio formats on the air today—from commercial and public radio. The sounds of Roosevelt, Kaltenborn, Benny, Toscanini, Murrow, Welles, Red Barber, Sinatra, Bob & Ray, Alan Freed, Callas, Martin Luther King, Jr., Casey Kasem, Garrison Keillor, Imus, Limbaugh, and countless others are all in the radio collection, available to the general public.

## **Listening Series . . . Something for Everyone**

For this Festival, the Museum has organized five curated listening series, which can be heard in The Ralph Guild Radio Listening Room. These series offer just a taste of what can be found in the collection: *Poets: Their Words and Voices*; *The First Fifty Years of Radio*; *Good Rockin' Tonight: The History of Black Music*; *Take Me Out to the Ballgame: Baseball on Radio*; and *From the Collection: Advertising on Radio*. See page 3 for more information.

## **SEMINARS**

Please see the enclosed seminar flyer for a list of all confirmed seminars.

## **LIVE BROADCASTS FROM THE MT&R RADIO STUDIO**

An integral part of the Radio Festival will be live broadcasts from the MT&R Radio Studio. A number of important local and national programs have been invited to originate their programs from the studio during the two weeks of the Festival. The broadcasts will be kicked off by Pittsburgh station KDKA, which is generally acknowledged as the station that did the first official broadcast. These broadcasts will be open to the public. Below are some of the stations already scheduled; check the front desk for the most current list of dates and times.

*The Fred Honsberger Show*, KDKA-AM, Pittsburgh

Monday, October 23

3:00 – 7:00 p.m.

*The Morning Meeting with Brennan & Horrigan*, KMOX-AM, St. Louis

Wednesday, October 25

9:30 a.m. – 12:00 p.m.

*The Bob Grant Show*, WABC-AM, New York

Wednesday, October 25

3:00 – 7:00 p.m.

*The Ken Hamblin Show*, Entertainment Radio Networks  
Thursday, October 26  
2:00 – 6:00 p.m.

*The Curtis Sliwa Show*, WABC-AM, New York  
Saturday, October 28  
1:00 – 4:00 p.m.

## **RADIO LISTENING SERIES**

Five listening series are being offered in The Ralph Guild Radio Listening Room to highlight the breadth and depth of the Museum's radio collection. These series include:

*The First Fifty Years of Radio* —Produced in 1970, this six-part Group W Radio program commemorates the fiftieth anniversary of radio that began in 1920 at Group W's Pittsburgh station, KDKA.

*Good Rockin' Tonight: The History of Black Music* —The rich history of black popular music from the rhythm & blues of the forties to the rap music of today is explored in this documentary from New York station WRKS-FM.

*Poets: Their Words and Voices*—Radio recordings of popular poets reading their work and being interviewed are featured in this yearlong series that includes Robert Frost, Dylan Thomas, Maya Angelou, and Allen Ginsberg.

*Madison Avenue Meets Gasoline Alley: Automobile Advertising on Radio*—This radio reel contains automobile commercials spanning almost the entire history of the medium, from the great days of network radio, through the rock 'n' roll era, and up to the present.

*Take Me Out to the Ball Game: Baseball on Radio*—Celebrating the rich relationship between radio and America's favorite pastime, this series includes a Bob Costas interview with legendary sportscaster Red Barber and Don Larsen's perfect game in the 1956 World Series.

## **FAMILY FUN WITH RE-CREATING RADIO**

Saturday, October 28, and Sunday, October 29

10:00 a.m., 1:00 p.m., and 3:30 p.m.

The Re-creating Radio workshops are designed to introduce families with children nine years and older to the workings of classic radio programs. Children learn about the early days of radio by participating in the re-creation of a radio program similar to those of the thirties or forties. During these hands-on workshops, children discover the excitement of early radio as they read scripts and operate sound effects to bring to life stories in the tradition of *The Adventures of Superman*, *The Lone Ranger*, and *The Shadow*. The performance is recorded, and an audiocassette is mailed to each child.

Funding has been provided by The Ahmanson Foundation.

Tickets are available at the Museum; prices are \$5 for children and adults. For reservations, please call (212) 621-6600.

## **A SEARCH FOR "LOST" RADIO PROGRAMS**

The Museum has over 20,000 hours of radio programming in its permanent collection. However, there are many significant broadcasts that are not known to still exist. If you are an independent collector or know of the whereabouts of any of the programs listed below, please call the Museum's Radio Department at 621-6681.

### **1920s**

#### **Harding/Cox Election Results**

KDKA (Pittsburgh, PA)

November 2, 1920

This is generally considered to be the first official radio broadcast. Only a few early re-creations are known to exist. Also wanted are other KDKA broadcasts from the early twenties.

#### **Scopes Monkey Trial**

WGN (Chicago, IL)

July 1925

This landmark trial, which addressed the issue of whether evolution could be taught in school and was tried by renowned lawyers Clarence Darrow and William Jennings Bryan, was carried via telephone line on WGN, Chicago.

## 1930s

### **First Major League All-Star Baseball Game**

NBC

July 6, 1933

The American League defeated the National League by a score of 4-2 at Comiskey Field in Chicago.

### **H. V. Kaltenborn**

CBS

1930s

Several landmark broadcasts by the "dean of radio commentators" cannot be found. They include a 1932 interview with Adolf Hitler done while Kaltenborn was vacationing in Germany. Also missing is Kaltenborn's September 3, 1936, report from the border of France and Spain on the Spanish Civil War. It is believed to be the first radio report in history from a battle in progress.

## 1940s

### **Early Rock 'n' Roll and R&B Deejaays**

Late 1940s – early 1950s

There are no known recordings of famous African-American musicians B. B. King on WDIA in Memphis or Elmore James on WOKJ in Jackson, Mississippi; or deejays Willie Rice Miller, Muddy Waters, and Howlin' Wolf in Chicago and the South.

### **King Biscuit Time**

KFFA (Helena, AR)

1940s – 1980s

There are no known examples of this seminal blues program that featured the talents of Sonny Boy Williamson and was sponsored by King Biscuit Flour.

## 1950s

### **Alan Freed**

1942 – 58

The deejay who is credited with coining the term "rock and roll" got his start in broadcasting at WKST in New Castle, Pennsylvania. No tapes of his six-month stint there, in 1942, are known to exist. There are very few recordings from when he worked at WJW in Cleveland (1951–54) and at WINS, New York (1954–58).

### **James Dean**

1950 – 51

James Dean was on the radio a few times in the early fifties as his acting career was just beginning. His appearances on episodes of *Alias Jane Doe* and *Stars Over Hollywood* are not known to exist.