

TELETHON

COLOR SLIDES

1. **The Television Environment:** Off the air shots from commercial television of the last five years. Subject matter includes: President Nixon, Events, News, Sports, Commercials, Beauty Pageants, Game Shows, and Graphics. Set of 1000 slides: \$500. Set of 500 slides: \$300. Set of 100 slides: \$100.
2. **President Nixon (From The Television Environment):** A TV history of the Presidency. Set of 100 slides: \$100.
3. **The Architecture of Morris Lapidus:** Slides documenting the builder of Miami Beach resort hotels—Fountainebleau, Eden Roc, Americana, and others in New York City and the Caribbean. Set of 75 slides: \$100.
4. **The Madonna Inn, San Luis Obispo, California:** A spectacular roadside mecca featuring 109 fantasy environment motel rooms and lavish public facilities. Set of 75 slides: \$100.
5. **Los Angeles Coffee Shops:** Documentation of the food and architecture of nine Los Angeles franchise coffee shops, including Bob's Big Boy, Denny's and Sambo's. Set of 81 slides: \$100.
6. **Los Angeles Ice Cream Parlors:** Documentation of the architecture, ice cream cones and ice cream specialties of 45 Southern California establishments. Set of 75 slides: \$100.

VIDEO TAPES

1. Video Tape Highlights of Commercial TV, 1972. Available in ¾" Sony color video cassettes or ½" black and white.
 - Democratic Convention, one hour. Color cassette: \$225. Black and white: \$200.
 - Republican Convention, one hour. Color cassette: \$225. Black and white: \$200.
 - 1972 Presidential Campaign and Election, from the primaries through election day, three hours. Color cassettes: \$500. Black and white: \$450.
 - Television Game Shows, highlights of 25 different game shows, one hour. Color cassette: \$200. Black and white: \$175.
 - Television Beauty Pageants, highlights of 10 different contests, one hour. Color cassette: \$200. Black and white: \$175.
 - Television Events, including moon shots, telethons, sports, funerals, etc., one hour. Color cassette: \$225. Black and white: \$200.
 - Television Commercials, a wide variety, one hour. Color cassettes: \$200. Black and white: \$175.
 - The Game Show Show, produced and hosted by TELETHON, this one-hour tape traces the history and production of TV game shows. Color cassette: \$225. Black and white: \$200.
 - Music, highlights of one week of TV music, 30 minutes. Color cassette only: \$100.
2. Black and white, ½" video tapes.
 - Interview with Dennis James (see page 9), 15 minutes. \$50.
 - Interview with Eddie Nalbandian (see page 34), 15 minutes. \$50.
 - Interview with Bill Gray (see page 15) 15 minutes. \$50.

EXHIBITION The TV Environment: Documents and explores the reality of commercial television through slides, video tapes and kinescopes. *Time Magazine* (November 1, 1971) says it "does for TV what Andy Warhol did for Campbell's Soup." Price varies according to each configuration.

LECTURES OFFERED

1. THE TELEVISION ENVIRONMENT

Slides, kinescopes, video cassettes and video tapes. Explores the 25-year history of commercial television as it has shaped and altered the perception and values of an entire generation. Kinescopes, video tapes and photographs trace the beginnings—game shows, situation comedies, dancing Old Gold Cigarette packs, etc. Off-the-air color slides and color video cassettes zero in on the reality of television precisely as it has come into our living rooms over the past five years. Single lecture or series.

2. UNIVERSAL BIOGRAPHICAL IMAGES

A documentary slide project tracing the major events and architecture of our lives—including homes, schools, jobs and us. Lecture emphasizes those aspects of our environment that are often overlooked. How we live. Where we go. What we do as we interact with the world around us. Junior high school cafeterias, college dormitories, etc.

3. VERNACULAR ARCHITECTURE

Slides of the urban, man-made environment—New York and Los Angeles. The city experience as a day-to-day reality—commercial establishments, transportation, neighborhoods, coffee shops, ice cream, etc. Instead of dealing with contemporary architecture as the lasting work of great masters, the lecture documents the ephemeral environment as it appears, disappears and reappears.

4. MORRIS LAPIDUS AND THE RESORT HOTEL PHENOMENON

Slides documenting the master builder of Miami Beach pleasure palaces—Fountainebleau, Eden Roc, and others in the Caribbean and New York City. Slides and video tapes of the fantastic Madonna Inn, San Luis Obispo, California, parallel the Lapidus phenomenon.

BIOGRAPHY

TELETHON is a company concerned with the documentation, analysis and presentation of environmental phenomena.

Since 1968 TELETHON has dedicated its work towards the recording and preservation of the television reality—photographing, organizing and exhibiting still frames taken from commercial television. This continuing exhibition, "The Television Environment," has been displayed in the following institutions: The Art Galleries, University of California, Santa Barbara; Baltimore Museum of Art; Colorado State University; Florida State University; Pasadena Art Museum; University Art Museum, Berkeley; and The Vancouver Art Gallery.

In 1970 TELETHON conceived and organized the exhibition, "Morris Lapidus: Architecture of Joy," for The Architectural League of New York and The American Federation of Arts.

TELETHON has taught and lectured in the fields of communications and architecture. Lectures 1970-1972 (partial list): Federal Communications Commission, Washington, D.C.; United States Student Press Association; UCLA; Institute for Architectural and Urban Studies, New York; California Institute of the Arts, Sacramento State College; and Loyola University, Baltimore.

TELETHON, in conjunction with KCET-TV (the educational channel in Los Angeles), co-produced and hosted a 60-minute program, "The Game Show Show." The program featured clips from 1950's television and interviews with game show stars.

Under the direction of TELETHON, a commercial television archive has been established at The Art Galleries, University of California, Santa Barbara.

Principal members of TELETHON are Billy Adler, John Margolies and Ilene Segalove.

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