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The man that corrupted Hadleyburg, Rosenblum, Ralph, 1980

The jilting of Granny Weatherall, Haines, Randa, 1980

The sky is gray, Lathan, Stan, 1980

Rappaccini's daughter, Magyar, Dezsö, 1980

The greatest man in the world, Rosenblum, Ralph, 1980

Paul's case, Johnson, Lamont, 1980

The American Short Story

THE AMERICAN SHORT STORY SERIES ON PBS, 1980





**The American
Short Story
By:
Sherwood Anderson
Ambrose Bierce
Willa Cather
Stephen Crane
William Faulkner
F. Scott Fitzgerald
Ernest Gaines
Nathaniel Hawthorne
Ernest Hemingway
Henry James
Ring Lardner
Flannery O'Connor
Katherine Anne Porter
James Thurber
Mark Twain
John Updike
Richard Wright**

Produced by:
Learning In Focus, Inc.
Robert Geller,
Executive Producer

With grants from:
The National Endowment
for the Humanities
Corporation for
Public Broadcasting
Xerox Corporation

Presented on PBS
by SCETV and WGBH

Contact:
David S. Wachsman
Associates, Inc.
201 East 42nd Street
New York, New York 10017
(212) 687-1196

News from:

The American Short Story

FOR RELEASE: 12 Noon Tuesday, March 13, 1979

CONTACT: David S. Wachsman

By:

Sherwood Anderson
Ambrose Bierce
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EIGHT NEW FILMS FUNDED
FOR THE AMERICAN SHORT STORY;
STORY SELECTION ANNOUNCED

National Endowment for the Humanities,
Corporation for Public Broadcasting,
Xerox Corporation Join in Funding Series

NEW YORK, March 13, 1979---The American Short Story, a widely hailed series of nine independently produced stories on film first presented by the Public Broadcasting Service in 1977, will be expanded to a total of 17 stories, it was announced here today.

The Hon. Joseph D. Duffey, Chairman, National Endowment for the Humanities, joined Robert M. Schneider, Director of Public Affairs of Xerox Corporation at a news conference here to announce that their organizations -- with the Corporation for Public Broadcasting -- had completed financing arrangements for the eight new films in the series.

Recipient of the grants, which total \$2,600,000, is Learning in Focus, Inc., which produced the initial nine films. Robert Geller is executive producer. The sum includes funds for filmed introductions and other television production and for rebroadcast of the first series, as well as for production of the new films.

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Short Story.....2

"NEH's continuing support for this outstanding series of films," Chairman Duffey said, "reflects the Endowment's commitment to broad access to the treasures and riches of American literature, history and culture. We are gratified that Xerox Corporation and CPB have joined us in this important venture."

The Humanities Endowment's grants for the project total \$1,350,000. The CPB portion is \$600,000. Xerox has agreed to underwrite \$650,000.

"This is a significant commitment for Xerox," Mr. Schneider stated, "but we think The American Short Story is an unusually fine and important television series."

The National Endowment in 1977 announced an outright pre-production grant of \$350,000 for the series, as well as a \$1,000,000 match-grant fund. The decisions of Xerox and CPB to support the series activated the match-grant fund.

The entire series of 17 films, including the eight now in production, has tentatively been scheduled for the spring of 1980. It will be presented on the Public Broadcasting System by SCETV, Columbia, S.C. and WGBH, Boston, Mass.

Mr. Geller announced at this morning's news conference, at the New York Public Library at Lincoln Center, that the eight stories to be added to the series were "Paul's Case" by Willa Cather, "Barn Burning" by William Faulkner, "The Sky is Gray" by Ernest Gaines, "Rappaccini's Daughter" by Nathaniel Hawthorne, "The Golden Honeymoon" by Ring Lardner, "The Jilting of Granny Weatherall" by Katherine Anne Porter, "The Greatest Man in the World" by James Thurber, and "The Man that Corrupted Hadleyburg" by Mark Twain.

Short Story.....3

"These stories, in combination with the earlier ones, represent people's television," the executive producer said. "They range from humorous to tragic. While they are all intended to entertain, they vary widely in style. What they have in common is that all of them are about us, perceptions of ourselves by some of America's most gifted writers."

Two of the new films have been completed, according to today's announcement -- "Paul's Case" and "The Greatest Man in the World." A third, "Barn Burning," has been filmed. (NOTE TO EDITOR: Credits are listed at the end of this release.) The earlier edition of The American Short Story, funded by the National Endowment for the Humanities, was the first dramatic series produced for American public television to be purchased by BBC II, the public television network in Great Britain. In addition, it has been bought for presentations in Belgium, Borneo, Canada, Denmark, Finland, France, Iran, Ireland, Israel, Jordan and Norway.

Stories in the first series were F. Scott Fitzgerald's "Bernice Bobs her Hair," Sherwood Anderson's "I'm a Fool," Flannery O'Connor's "The Displaced Person," Stephen Crane's "The Blue Hotel," Ernest Hemingway's "Soldier's Home," Richard Wright's "Almos' a Man," Ambrose Bierce's "Parker Adderson, Philosopher," Henry James' "The Jolly Corner," and John Updike's "The Music School."

The first series has won numerous distinctions and awards, including these:

* Selection of "Bernice Bobs her Hair" and "Almos' a Man" as the American central presentation at the 20th General Conference of UNESCO with an introduction by Mrs. Joan Mondale last November;

Short Story.....4

- * Two Golden Eagle awards, the highest presented by the Council on International Nontheatrical Events;

- * A Silver Hugo award from the Chicago International Film Festival;

- * Selection of "Bernice Bobs her Hair" by CPB and PBS as their entry in the drama category of Prix Italia in 1977;

- * A Golden Gate award, the highest presented by the San Francisco International Film Festival a year ago.

- * Invitations to submit prints for important film collections in major U.S. libraries.

Members of the Literary Advisory Committee for the project are Rosellen Brown, Boston University; Matthew J. Bruccoli, University of South Carolina; James M. Cox, Dartmouth College; Gerald Goldberg, University of California at Los Angeles; Carolyn Heilbrun, Columbia University; Ilse Duso Lind, New York University; Jordan Pecile, U.S. Coast Guard Academy; Earl Rovit, City University of New York - City College; John Seelye, University of North Carolina; and Henry Nash Smith, University of California.

Credits for the three completed films are as follows:

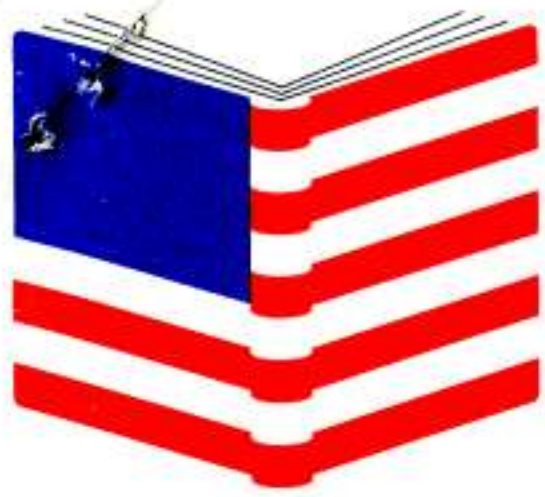
Featured in "The Greatest Man in the World" are Reed Birney, Howard daSilva, Brad Davis, Carol Kane, John McMartin and William Prinze. The director was Ralph Rosenblum, and Jeff Wanshel wrote the teleplay. Producer was Ed Lynch.

Eric Roberts stars in "Paul's Case," which also features Lindsay Crouse and Michael Higgins. The film was directed by Lamont Johnson. Ron Cowen wrote the teleplay, and Ed Lynch produced.

Short Story.....5

"Barn Burning" stars Tommy Lee Jones and Diane Kagan. It was directed by Peter Werner, and the teleplay was written by Horton Foote. Producer was Calvin Skaggs.

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News from:

The American Short Story

NEW AMERICAN SHORT STORIES

PREMIERE ON PBS FEBRUARY 4

By:

Sherwood Anderson
Ambrose Bierce
Willa Cather
Stephen Crane
William Faulkner
F. Scott Fitzgerald
Ernest Gaines
Nathaniel Hawthorne
Ernest Hemingway
Henry James
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Contact:

David S. Wachsman
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THE AMERICAN SHORT STORY will premiere on Public Broadcasting Service stations for a 13-week season starting at 9 P.M. Monday, February 4. (Check local listings.)

A total of 17 short stories by eminent American authors will be presented, starting with eight which will be introduced to television audiences for the first time. Henry Fonda will host the series.

Produced independently by Learning in Focus, Inc., THE AMERICAN SHORT STORY has been funded by the National Endowment for the Humanities, the Corporation for Public Broadcasting and Xerox Corporation. It is presented on PBS by SCETV, Columbia, S.C. and WGBH Boston.

The premiere presentation (February 4) will be The Golden Honeymoon, by Ring Lardner, starring Teresa Wright and James Whitmore. Willa Cather's Paul's Case will follow on February 11. Eric Roberts is featured.

On February 18, the series will present The Greatest Man in the World, by James Thurber. Featured performers include Brad Davis, Carol Kane and Howard daSilva.

THE AMERICAN SHORT STORY will then present, on February 25, the Nathaniel Hawthorne fable Rappaccini's Daughter, with a cast headed by Kristoffer Tabori and Kathleen Beller.

(NOTE TO EDITOR: This press kit provides information on the first four presentations mentioned above -- including

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SHORT STORY....2

interview features, photos, credits, synopses and author biographies. Author photos available. Information on the remaining presentations will follow.)

The next stories to be seen are The Jilting of Granny Weatherall, by Katherine Anne Porter, with Geraldine Fitzgerald and Lois Smith featured (March 3); The Sky is Gray, by Ernest Gaines (author of "The Autobiography of Miss Jane Pittman"), with Olivia Cole, Cleavon Little and James Bond III (March 10); The Man That Corrupted Hadleyburg, by Mark Twain, with Robert Preston, Fred Gwynne, Tom Aldredge and Frances Sternhagen (March 17); and Barn Burning, by William Faulkner, with Tommy Lee Jones and Shawn Whittington (also March 17).

Starting March 24, the series will turn to nine stories first seen on PBS three years ago and now being seen in up to 42 countries. Authors are F. Scott Fitzgerald, Sherwood Anderson, Ernest Hemingway, Richard Wright, Ambrose Bierce, Henry James, Flannery O'Connor, Stephen Crane and John Updike.

Featured in these nine short stories are Richard Backus, LeVar Burton, Veronica Cartwright, Bud Cort, Dennis Christopher, Shelley Duvall, Polly Holiday, John Houseman, Ron Howard, Amy Irving, Salome Jens, Robert Earl Jones, James Keach, Nancy Marchand, Madge Sinclair, Shirley Stoler, David Warner, Fritz Weaver, Ron Weyand, Irene Worth and Harris Yulin.

Robert Geller, executive producer of THE AMERICAN SHORT STORY, characterized the series as "people's television."

"What these varying stories have in common is that they are entertaining and they are about us -- perceptions of ourselves by some of America's most gifted writers."

-more-

SHORT STORY....3

To help encourage future writers, Xerox and The Atlantic Monthly are sponsoring The American Short Story Contest for previously unpublished college students. More than 400 institutions of higher learning have registered to participate.

Schedule for THE AMERICAN SHORT STORY series is as follows:

- February 4 -- The Golden Honeymoon, by Ring Lardner (60 minutes)
- February 11 -- Paul's Case, by Willa Cather (60 minutes)
- February 18 -- The Greatest Man in the World, by James Thurber (60 minutes)
- February 25 -- Rappaccini's Daughter, by Nathaniel Hawthorne (60 minutes)
- March 3 -- The Jilting of Granny Weatherall, by Katherine Anne Porter (60 minutes)
- March 10 -- The Sky is Gray, by Ernest Gaines (60 minutes)
- March 17 -- The Man That Corrupted Hadleyburg, by Mark Twain and Barn Burning, by William Faulkner (90 minutes)
- March 24 -- Bernice Bobs Her Hair, by F. Scott Fitzgerald and I'm a Fool, by Sherwood Anderson (90 minutes)
- March 31 -- Soldier's Home, by Ernest Hemingway and Almos' a Man, by Richard Wright (90 minutes)
- April 7 -- Parker Adderson, Philosopher, by Ambrose Bierce and The Jolly Corner, by Henry James (90 minutes)
- April 14 -- The Displaced Person, by Flannery O'Connor (60 minutes)
- April 21 -- The Blue Hotel, by Stephen Crane (60 minutes)
- April 28 -- The Music School, by John Updike (60 minutes)

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NATIONAL ENDOWMENT FOR THE HUMANITIES

WASHINGTON, D.C. 20506

AMERICAN SHORT STORY AND THE NATIONAL ENDOWMENT FOR THE HUMANITIES

The National Endowment for the Humanities (NEH) provided major financial support for THE AMERICAN SHORT STORY, a critically acclaimed two-part series dramatizing the works of 17 famous American authors.

The Endowment's support of THE AMERICAN SHORT STORY began in 1973 with the award of a \$92,000 grant to executive producer and originator of the series, Robert Geller, and his associate, film director Arthur Barron. The grant was made to produce a single film based upon a story by Ambrose Bierce.

In 1974, Geller successfully applied for a second NEH grant to produce two films based upon short stories of Stephen Crane and John Updike. These productions ultimately led to NEH approval of a third grant application to fund the major AMERICAN SHORT STORY series.

The first series of nine stories was broadcast by PBS and its member stations beginning April 5, 1977. The estimated initial national audience for the entire production was just under five million viewers.

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NEH.....2

The series of dramas is the first produced for American public television to be purchased by BBC II for British public television. Television rights have been secured by 42 other foreign countries as well.

NEH grants to THE AMERICAN SHORT STORY series and to other productions like it seek to promote a richer understanding and awareness by the American public of the humanities and an appreciation of the richness and diversity of American literature. Since 1967 when the Endowment began awarding grants for humanities film and television projects, the productions it has funded have resulted in 302 hours of television broadcasting and 226 hours of radio programming.

In addition to the February 4 premiere of the THE AMERICAN SHORT STORY, other major NEH-supported media productions scheduled for presentation in 1980 include:

- * "A Question of Place," a 13-part radio series on 20th Century cultural leaders and intellectuals;
- * "Odyssey," a 12-part series on anthropology and archaeology scheduled to premiere over PBS in the spring; and
- * "Molders of Troy," a 90-minute television drama on the 19th Century American industrial revolution and its impact on the worker.

The Endowment is an independent federal agency which provides support for humanities scholarship and for programs and projects aimed at furthering public understanding of the humanities.

Contact: Michael Byrnes
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Public Affairs Office
National Endowment for the Humanities

THE NATIONAL ENDOWMENT
FOR THE HUMANITIES

The National Endowment for the Humanities is a federal agency established in 1965 to foster an awareness, in the public at large, of the crucial issues in the Humanities and their importance for contemporary life in America. Joseph D. Duffey, Chairman of the Endowment, has said, "One part of our function is to encourage and support studies in the Humanities. The other equally important part is to make the work in the Humanities available and interesting to the citizens of this country.

The National Endowment for the Humanities' media grants are designed to bring to adult audiences a richer understanding of the Humanities and an appreciation of the history and cultural diversity of the American people through collaboration between scholars and writers, producers and directors. These grants also assist in the secondary distribution of such productions, thus making them available to a continuing wide audience over a number of years.

Television and radio are proving to be among the most effective and efficient means of bringing the Humanities tradition of American history and literature to the largest number of our people.

THE AMERICAN SHORT STORY: Series II, funded by the National Endowment for the Humanities and XEROX Corporation, and produced

by Learning in Focus, Inc., is the second part of the outstanding series, THE AMERICAN SHORT STORY, which attracted such interest at home and abroad that it became the first American-produced series for Public Television to be purchased, in its entirety, by the B.B.C. in England. (Other countries purchasing the series included Belgium, Borneo, Canada, Denmark, Finland, France, Iran, Ireland, Israel, Jordan and Norway.)

THE AMERICAN SHORT STORY: Series I was the American central presentation at the 20th General Conference of UNESCO with an introduction by Mrs. Joan Mondale in November, 1978.

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News from Xerox Corporation

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For Immediate Release

'AMERICAN SHORT STORY' SERIES

MARKS TWO DECADES OF XEROX TV

Xerox Corporation's funding of "The American Short Story" series beginning February 4 over Public Broadcasting Service stations will mark almost two decades of a close relationship between the company and television industry.

For Xerox, TV offers an excellent opportunity to demonstrate to potential new customers its copiers, duplicators and other products. At the same time, through judicious selection of quality programs, Xerox has been able to show its position as a socially-conscious corporation committed to contributing to the community in which it lives.

TV has benefitted through those quality programs sponsored by Xerox, many of which might never have made it to the TV screen without the company's commitment to sponsoring shows on challenging issues.

Few national advertisers, for example, would have gambled on "Of Black America," a CBS series in 1968 about the nation's early civil rights movement. The series was praised by critics and received warmly by most viewers. It also prompted the Imperial Wizard of the Ku Klux Klan to cancel his Xerox copier.

When it sponsored an adaptation of "Death of a Salesman" two years earlier, Xerox was besieged by sales executives insisting that Arthur Miller's prize-winning drama be rewritten. They feared the play put their profession in a bad light. Xerox refused, and the drama was aired over CBS as written.

(More)

Xerox TV/2

Xerox entered TV in 1961 with sponsorship of "CBS Reports: In Case of War." Ever since it introduced its first plain-paper copier two years previously, Xerox had been seeking a way to demonstrate the revolutionary new machine to potential customers.

"We soon realized that it was impossible for our salesmen to convince people of the copy quality and push-button operating ease of our machines just by talking," said a company spokesman. "We had to demonstrate visually -- and that first copier (the Xerox 914) was too heavy for a salesman to carry on his back from one customer to another. TV therefore offered us the best way possible to demonstrate our product."

Since that initial "CBS Reports" special, Xerox has sponsored a number of award-winning dramas and documentaries. Included have been Kenneth Clark's "Civilisation" on PBS and Alistair Cooke's "America" series on NBC (repeated on PBS); "The Autobiography of Miss Jane Pittman" and "Fear on Trial," (a drama about TV's own blacklisting era) on CBS, and "I Shall Fight No More Forever," a drama on ABC about Chief Joseph, the American Indian leader.

Through its years of TV advertising, Xerox has not sought out controversial subjects. At the same time it has never shied away if it considered the subject something that merited national attention. A series of dramatic specials about the United Nations in 1964-65 on ABC prompted a virulent letter-writing campaign by those opposed to the UN but Xerox refused to buckle under, an action praised by the press and a majority of viewers.

Xerox has also benefitted TV through the quality of its commercials and TV advertising practices. The commercials are designed to entertain as they sell, and most are received as enthusiastically by viewers as the programs that surround them -- from the first Xerox commercial about a little girl making a copy of her Raggedy-Ann doll on her father's office copier to the more recent Brother Dominic series.

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A STATEMENT OF TELEVISION
PHILOSOPHY BY XEROX

The commitment to offer high quality television programming is a clear expression of Xerox' conviction that a corporation should try to improve the society in which it functions.

The commitment began in November 1961 and has continued through nearly two decades with such memorable programs as Kenneth Clark's "Civilisation," Alistair Cooke's "America" series, "The Autobiography of Miss Jane Pittman," Helen Hayes and Fred Astaire in "A Family Upside Down," and, most recently "The Long Search."

While Xerox criteria for sponsorship allow only programs of the highest quality and with a substantial level of viewer interest, they allow considerable latitude as to program type. Programs presented should not only entertain, but also stretch the mind, inspire, and stir the conscience. They should be innovative, and try to advance the television medium over what it has been before. And finally, they should identify Xerox with an attitude of social responsibility.

As Edward R. Murrow said of television, "This instrument can teach, it can illuminate; yes, and it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise it is merely wires and lights in a box. There is a great and perhaps decisive battle to be fought against ignorance, intolerance and indifference. The weapon of television could be useful." For nearly twenty years Xerox has attempted to bring substance to Mr. Murrow's prophecy.

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