1964-2004PFA.MSS.008

Michael Campos-Quinn  
BAMPFA Film Library  
2012
Top Value Television papers

Language of Material: English
Contributing Institution: BAMPFA Film Library
Title: Top Value Television papers
creator: Ant Farm (Design group)
creator: Raindance Corporation
creator: TVTV (Production company)
creator: Videofreex (Production company)
creator: Apple, Wendy
creator: Blumberg, Skip
creator: Lord, Chip
creator: Marquez, Hudson
creator: Murray, Bill, 1950 September 21-
creator: Rucker, Allen
creator: Shamberg, Michael
creator: Weinberg, Tom
creator: Williams, Megan
Identifier/Call Number: PFA.MSS.008
Physical Description: 4 Cartons, 7 Containers 7.5 linear feet
Date (inclusive): 1964-2004
Date (bulk): 1971-1977
Abstract: Correspondence, scripts, budgets, production notes, videotape logs, publications, clippings, artwork, publicity ephemera, scrapbooks. TVTV produced independent television shows that challenged established broadcast media models from 1972-1979 in San Francisco and Los Angeles, California. The collection consists of materials generated in the production of the group’s shows, papers related to the operation of TVTV Inc., original artwork and publicity materials created by and for TVTV, as well as a self-published booklet and articles written by and about TVTV and its members. Finally, the collection includes similar materials created by TVTV members for productions outside of TVTV. Productions are referenced with all capitalized letters -- e.g., THE WORLD’S LARGEST TV STUDIO (1972).
Language of Material: Collection materials are in English

UC Berkeley Art Museum and Pacific Film Archive, Film Library and Study Center
Conditions Governing Access
The collection is open for research.
Physical access to some materials has been limited due to condition and preservation concerns. Efforts have been made to provide access copies of these materials whenever possible. Please contact the BAMPFA Film Library and Study Center regarding physical access to these materials.
Accruals
Additions are not expected.
Immediate Source of Acquisition
Existence and Location of Copies
Digital surrogates will be available online in 2019.
Arrangement
Arranged in 5 series, each of which is subdivided into subseries. Series and subseries are arranged in chronological order where applicable, otherwise in order of relevance to the operation of TVTV. Where no original order existed, materials are arranged to reflect the above system.
Series 2: TVTV Corporate Papers & General Correspondence, 1972-1979, 1981, undated
Series 3: Artwork & Related Materials, 1972, 1974, undated
Series 5: Side Projects & Post-TVTV, 1975-1979, undated
**Biographical / Historical**

Top Value Television (TVTV) was founded in 1972 by Michael Shamberg, Megan Williams, and Allen Rucker (with a handful of associated artists) as a guerrilla video collective based in San Francisco, California. The group developed from ties to San Francisco Bay Area and New York City arts collectives such as Ant Farm (of which TVTV co-founders Hudson Marquez, Chip Lord, Curtis Schreier, and Doug Michels were members), Videofreex, and Raindance (of which Shamberg was a member). Independent producers such as Wendy Apple and Paul Goldsmith provided essential technical skills. The group was influential in bridging the gap between 1970s counterculture and broadcast television.

The initial spark for TVTV's formation was a desire to document the 1972 presidential nominating conventions in Miami, Florida, from a point of view that the major television networks would be unable to capture. Small-format video equipment like the Sony Porta-Pak and hand held audio tape recorders offered TVTV the technical freedom to approach the conventions in a way that reflected their counterculture origins. More significantly, their cinéma-vérité-for-the-new-generation challenged the "official" version of events as presented by the established media. Critical attention paid to the two tapes produced at these events legitimized TVTV's efforts and established the group as a presence in alternative television. The combination of technical savvy and a "rock-n-roll" style characterized TVTV's productions for the next seven years, as the organization turned its lens on American institutions including the Superbowl, the Oscars, and the impeachment of Richard Nixon.

In 1975, after having produced several shows with cooperation from public television stations around the country (in particular, New York's WNET and its TV Lab), TVTV left San Francisco for Los Angeles. A tentative deal with the local Public Broadcasting Service affiliate, KCET, and proximity to Hollywood's network TV establishment provided the group with additional incentive to move on. TVTV produced 13 works that were broadcast on cable networks and PBS, and in 1977 filmed the pilot episode for a show on NBC that would have brought the collective onto national TV. By this point however, tensions between media "insider" and "outsider" status generated disagreements over what direction the group should take, funding became more precarious, and in 1979 the group officially disbanded. TVTV's attempts to bring alternative voices in television into the mainstream reflect a movement that became increasingly marginalized and underfunded by the 1980s and 1990s, but the programs produced by the group remain as documents of a more hopeful moment in alternative television.

During the course of its operations, TVTV members maintained their relationships with other groups involved in alternative video and television. As part of this involvement in the alternative television movement, TVTV (and particularly members Michael Shamberg and Allen Rucker) participated in an effort to bring more underground voices into programming funded by PBS and the National Endowment for the Arts. This "Coalition for New Public Affairs Programming" lobbied Congress, PBS, and the Corporation for Public Broadcasting to include independent programming, including counterculture voices, in its broadcasting agenda.

Following the dissolution of TVTV, members continued to create programming for television, film, and other arts. Megan Williams and Wendy Apple collaborated on mainstream and alternative television projects with each other and with outside groups (including Chicago's Videopolis), with Williams ultimately leaving media production in the 1980s. Allen Rucker went on to a career writing nonfiction books and screenplays. Michael Shamberg had long had associations with the film industry. His roommate at Washington University in St. Louis was Harold Ramis, who became a successful Hollywood director and producer, and other connections brought actors Jim Belushi and Bill Murray into the TVTV fold before they became international celebrities. Ultimately, Shamberg became a successful film and television producer with titles including *Pulp Fiction* (1994) and episodes of *Reno 911!* (2004-2008).

**Finding Aid Author(s):**

Michael Campos-Quinn

**Date Completed:**

August, 2012

**Finding Aid Encoded By:**

Michael Campos-Quinn

**Publication**


**Bibliography**


Scope and Contents
The majority of the materials in this collection were generated in the production of TVTV programs and in preparation for potential programs that were not ultimately produced. These include correspondence, financial documents and budgets, research materials for productions, notes made in planning and scripting programs, full and draft treatments, scripts, tape logs, ephemera, marketing collateral and artwork, photos, and production scrapbooks. The collection also contains newspaper and magazine clippings of articles written by and about TVTV, lecture materials prepared by TVTV members for presentations, as well as a publication, The Prime Time Survey, distributed by TVTV in 1974. Also included are materials relating to a 2004 exhibition that featured TVTV, the Museum of Television and Radio's 2004 Television Documentary Festival.

The collection also includes materials that were produced as part of various side projects and productions in which TVTV members participated during the decline of TVTV and after its dissolution in 1979. These are largely similar materials to those produced by TVTV proper. Another significant side project represented here is an alternative television advocacy group that was actively supported by members of TVTV. Correspondence and other materials related to the Coalition for New Public Affairs Programming reflect TVTV’s engagement with the group.

Separated Materials
Original master tapes and raw tape footage from TVTV productions were donated to the Pacific Film Archive at the same time as the paper records in this collection. 1/2-inch open-reel, 3/4-inch cassette, 1-inch Type C, and VHS cassette tapes produced by TVTV are kept in the film archive offsite storage. Access to some of these materials is restricted. Please contact the BAMPFA Film Library and Study Center for more information.

Tapes from THE WORLD’S LARGEST TV STUDIO, FOUR MORE YEARS, and GERALD FORD’S AMERICA will be available digitally beginning late 2019 (estimated).

Publication Rights
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Subjects and Indexing Terms
- Experimental films--United States
- Documentary films--United States
- Video art--California
- Public television--United States
- Low budget television programs--United States
- Political conventions--United States--1970-1980
- Ant Farm (Design group)
- Raindance Corporation
- TVTV (Production company)
- Videofreex (Production company)
- Apple, Wendy
- Blumberg, Skip
- Lord, Chip
- Marquez, Hudson
- Murray, Bill, 1950 September 21-
- Rucker, Allen

Physical Description: 57 Folders, 14 Binders

Arrangement

This series is divided into 15 subseries.

Subseries 1: THE WORLD'S LARGEST TV STUDIO (1972), 1972, 1976

Subseries 2: FOUR MORE YEARS (1972), 1972

Subseries 3: Political convention tapes reviews, 1972, undated


Subseries 6: IN HIDING (1975), 1975, undated

Subseries 7: GERALD FORD'S AMERICA (1975), 1975

Subseries 8: THE GOOD TIMES ARE KILLING ME (1975), 1974-1975, undated

Subseries 9: TVTV GOES TO THE SUPERBOWL (1976), 1976, undated


Subseries 11: THE BOB DYLAN HARD RAIN SPECIAL (1976), 1976-1977, undated

Subseries 12: SUPER VISION (1976), 1975-1977, undated


Subseries 14: Unrealized projects, 1973-1979, undated

Subseries 15: Videotape raw shot logs and edit logs, 1974-1976, undated

Scope and Contents

This series, arranged chronologically by material type, comprises the bulk of the collection. It contains materials generated in the production of TVTV’s programs, including correspondence, budgets, scripts, working notes, publicity photographs, legal and financial documents, and shot logs from TVTV’s raw video footage. Also included are clippings of reviews that relate to specific productions.

Subseries 1: THE WORLD'S LARGEST TV STUDIO (1972) 1972, 1976

Physical Description: 4 Folders

Scope and Contents

This subseries consists of correspondence, planning documents, promotional material, press clippings, and photographs related to the production of THE WORLD'S LARGEST TV STUDIO (1972). The original folder holding the photographs (head shots of various personalities) included two similar, but apparently unrelated, photographs dated 1976 that have been kept in their original order.

Carton 1, Folder 1

THE WORLD'S LARGEST TV STUDIO, correspondence 1972

Physical Description: 1 Folder

Carton 1, Folder 2

THE WORLD'S LARGEST TV STUDIO, promotional material 1972, undated

Physical Description: 1 Folder
Subseries 1: THE WORLD'S LARGEST TV STUDIO (1972) 1972, 1976

Carton 1, Folder 3
THE WORLD’S LARGEST TV STUDIO, reviews and press clippings 1972
Physical Description: 1 Folder

Carton 1, Folder 4
THE WORLD’S LARGEST TV STUDIO, photographs 1972, 1976
Physical Description: 1 Folder

Subseries 2: FOUR MORE YEARS (1972) 1972
Physical Description: 1 Folder
Scope and Contents
Consists of press clippings of broadcast announcements and reviews related to FOUR MORE YEARS.

Carton 1, Folder 5
FOUR MORE YEARS, press clippings 1972
Physical Description: 1 Folder

Subseries 3: Political convention tapes reviews 1972, undated
Physical Description: 1 Folder
Scope and Contents
Consists of press clippings related to both of TVTV's 1972 political convention programs, THE WORLD’S LARGEST TV STUDIO and FOUR MORE YEARS.

Carton 1, Folder 6
Political convention tapes reviews 1972
Physical Description: 1 Folder

Physical Description: 4 Folders
Scope and Contents
This subseries consists of press releases, correspondence, reviews, and distribution agreements related to the program, THE LORD OF THE UNIVERSE (1974), in addition to an article published in Filmmaker's Newsletter by TVTV member Paul Goldsmith about the production. Also included are documents related to the work winning the Alfred I. du Pont/Columbia University Award in Broadcast Journalism.

Carton 1, Folder 7
LORD OF THE UNIVERSE correspondence and production documents 1973-1975, undated
Physical Description: 1 Folder

Carton 1, Folder 8
Filmmaker’s Newsletter magazine article 1974
Physical Description: 1 Folder

Carton 1, Folder 9
Alfred I. du Pont Award 1975, undated
Physical Description: 1 Folder

Carton 1, Folder 10
LORD OF THE UNIVERSE reviews 1974, undated
Physical Description: 1 Folder

Physical Description: 3 Folders
Scope and Contents
This subseries consists of press materials used to promote ADLAND (1974) and TVTV in advance of the tape's completion and broadcast, clippings of reviews of the broadcast work, and a production still from the work.

ADLAND press materials 1973, undated
Physical Description: 1 Folder

ADLAND reviews 1974, undated
Physical Description: 1 Folder

ADLAND production still
Physical Description: 1 Folder

Subseries 6: IN HIDING (1975) 1975, undated

Physical Description: 3 Folders
Scope and Contents
For the 1975 work, IN HIDING, TVTV was commissioned to interview Abbie Hoffman, who was in hiding at the time while facing federal drug charges. This subseries consists of correspondence, press releases, and documents related to the production of the work, as well as clippings of reviews and articles discussing the controversial topic and payment by public television station WNET/13 to Hoffman in exchange for the interview.

IN HIDING production documents 1975, undated
Physical Description: 1 Folder

IN HIDING press clippings 1975
Physical Description: 1 Folder

IN HIDING press clippings 1975, undated
Physical Description: 1 Folder

Subseries 7: GERALD FORD’S AMERICA (1975) 1974-1975, undated

Physical Description: 3 Folders
Scope and Contents
This subseries consists of contracts, correspondence, and other documents related to the production of GERALD FORD’S AMERICA, as well as production stills, and "ID Badge" photographs of TVTV crew involved in the production. Also included are reviews and articles clipped from magazines and newspapers.

GERALD FORD’S AMERICA production documents and correspondence 1974-1975, undated
Physical Description: 1 Folder

GERALD FORD’S AMERICA photographs
Physical Description: 1 Folder

GERALD FORD’S AMERICA press clippings 1975, undated
Physical Description: 1 Folder
Subseries 8: THE GOOD TIMES ARE KILLING ME (1975) 1974-1975, undated

Scope and Contents
Arranged chronologically within folders, this subseries consists of correspondence and press release relating to the production of THE GOOD TIMES ARE KILLING ME (1975), distribution agreements drafted for the show after its initial airing, clippings of reviews and advertisements for the program, as well as letters from viewers and others responding to the original broadcast.

The Good Times Are Killing Me production documents 1974-1975, undated
Physical Description: 1 Folder

The Good Times Are Killing Me feedback correspondence 1975, undated
Physical Description: 1 Folder

The Good Times Are Killing Me press clippings 1975, undated
Physical Description: 1 Folder

Subseries 9: TVTV GOES TO THE SUPERBOWL (1976) 1976, undated

Scope and Contents
Arranged chronologically, this subseries consists of correspondence relating to the funding, production, and distribution of TVTV GOES TO THE SUPERBOWL (1976), as well as correspondence after the show's airing to reviewers and others as a promotional effort. The original order for this subseries included handwritten notes indicating "pre-show" and "post-show" on two bundles of correspondence. Also included is a list of airdates for the program on PBS affiliate television stations across the United States, correspondence and documents related to equipment insurance claims, and clippings of reviews.

TVTV Goes To The Superbowl correspondence and production documents 1976, undated
Physical Description: 1 Folder

TVTV Goes To The Superbowl equipment insurance documents 1976, undated
Physical Description: 1 Folder

TVTV Goes To The Superbowl press clippings 1976, undated
Physical Description: 1 Folder


Scope and Contents
Arranged chronologically, this subseries consists of correspondence and magazine clippings relating to the promotion and airing of TVTV LOOKS AT THE OSCARS; a specially-made greeting card "invitation" to watch the original broadcast; guest lists for a related party; insurance contracts related to the production; 35mm and 2 ¼" film negatives shot during the production; press clippings of reviews; brochures and pamphlets made by the Academy of Motion Picture Arts and Sciences related to the 1975 opening of the Margaret Herrick Library; and documents related to the 1983 rebroadcast of the work.


Carton 1, Folder 26
TVTV LOOKS AT THE OSCARS production documents, correspondence, and party ephemera 1976-1977, undated
Physical Description: 1 Folder

Carton 1, Folder 27
TVTV LOOKS AT THE OSCARS insurance contracts 1976
Physical Description: 1 Folder

Carton 1, Folder 28
TVTV LOOKS AT THE OSCARS production stills negatives
Physical Description: 1 Folder

Carton 1, Folder 29
TVTV LOOKS AT THE OSCARS press clippings 1976
Physical Description: 1 Folder

Carton 1, Folder 30
Academy of Motion Picture Arts and Sciences Margaret Herrick Library materials 1975
Physical Description: 1 Folder

Carton 1, Folder 31
TVTV LOOKS AT THE OSCARS rebroadcast documents 1983, undated
Physical Description: 1 Folder

Physical Description: 4 Folders
Scope and Contents
Arranged chronologically, this subseries consists of correspondence with critics, funders, and colleagues related to the airing, promotion, and further distribution of THE BOB DYLAN HARD RAIN SPECIAL; production and equipment insurance contracts; and press clippings of reviews.

Carton 1, Folder 32
THE BOB DYLAN HARD RAIN SPECIAL correspondence 1976-1977, undated
Physical Description: 1 Folder

Carton 1, Folder 33
THE BOB DYLAN HARD RAIN SPECIAL production and insurance contracts 1976
Physical Description: 1 Folder

Carton 1, Folder 34
THE BOB DYLAN HARD RAIN SPECIAL press clippings 1 of 2 1976
Physical Description: 1 Folder

Carton 1, Folder 35
THE BOB DYLAN HARD RAIN SPECIAL press clippings 2 of 2 1976, undated
Physical Description: 1 Folder

Physical Description: 5 Folders
Scope and Contents
Arranged chronologically within folders, this subseries consists of a variety of materials generated during the planning, production, and distribution of SUPER VISION. Correspondence included reflects all stages of production on this program, from planning and taping to exhibition at the Whitney Art Museum and legal challenges from personalities lampooned in the show. Production and Public Relations documents included range from preproduction materials to publicity photographs of TVTV members. Also included is a working script and press clippings of reviews.

Carton 1, Folder 36
SUPER VISION correspondence 1975-1977
Physical Description: 1 Folder

Carton 1, Folder 37
SUPER VISION production documents
Physical Description: 1 Folder

Carton 1, Folder 38
SUPER VISION publicity photographs
Physical Description: 1 Folder

Carton 1, Folder 39
Working script of SUPER VISION 1975
Physical Description: 1 Folder

Carton 1, Folder 40
SUPER VISION press clippings 1976
Physical Description: 1 Folder

Physical Description: 5 Folders

Scope and Contents
Arranged chronologically within folders, this subseries consists of materials created during the planning, production, and distribution of THE TVTV SHOW (1977). Preproduction materials include handwritten notes from production meetings, drafts of scenes, technical information from NBC, receipt for deposit of the finished script with the Writers' Guild of America, and related items. Correspondence spans from the planning stages to distribution, and includes preliminary proposals; letters to colleagues, funders, and crew; and negotiations of legal and financial agreements. Also included are production stills and a draft of the script, as well as press clippings of reviews.

Carton 1, Folder 41
THE TVTV SHOW production notes and documents 1976, undated
Physical Description: 1 Folder

Carton 1, Folder 42
THE TVTV SHOW correspondence 1976-1977, undated
Physical Description: 1 Folder

Carton 1, Folder 43
THE TVTV SHOW publicity stills
Physical Description: 1 Folder

Carton 1, Folder 44
Draft script of THE TVTV SHOW (1977) 1976
Physical Description: 1 Folder

Carton 1, Folder 45
THE TVTV SHOW press clippings 1977, undated
Physical Description: 1 Folder
Subseries 14: Unrealized projects 1973-1979, undated

Scope and Contents
Arranged chronologically within folders, this subseries consists of materials created in all stages of planning a large number of programs that were not ultimately produced by TVTV. These include budgets; notes for program ideas; full treatments for shows; correspondence with potential funding sources and television stations, as well as with colleagues and media outlets; and many other types of materials. Documents related to three unrealized projects have been kept separate in their original order: THE WASHINGTON BUREAU, GLASS EYE, and 1976. The bulk of this subseries contains materials for a program called PRIME TIME that spent many years in development by TVTV. The PRIME TIME materials have been separated into folders reflecting various aspects of the production, from research to planning and budgeting.

Carton 1, Folder 46
Unrealized projects documents and correspondence 1973-1974
Physical Description: 1 Folder

Carton 1, Folder 47
Unrealized projects documents and correspondence 1974-1979
Physical Description: 1 Folder

Carton 1, Folder 48
Unrealized projects documents and correspondence
Physical Description: 1 Folder

Carton 1, Folder 49
THE WASHINGTON BUREAU production planning notes 1974
Physical Description: 1 Folder

Carton 1, Folder 50
GLASS EYE production planning notes 1975
Physical Description: 1 Folder

Carton 1, Folder 51
1976 proposal packet Approximately 1975
Physical Description: 1 Folder

Carton 4, Folder 52
PRIME TIME planning and correspondence 1973-1977
Physical Description: 1 Folder

Carton 4, Folder 53
PRIME TIME planning and correspondence,
Physical Description: 1 Folder

Carton 1, Folder 54
PRIME TIME production documents, receipts, and budgets 1977, undated
Physical Description: 1 Folder

Carton 4, Folder 55
PRIME TIME research materials 1964, 1967, 1972, 1974-1975
Physical Description: 1 Folder

Carton 4, Folder 56
PRIME TIME research materials 1976-1977
Physical Description: 1 Folder

Carton 4, Folder 57
PRIME TIME research materials 1978-1979, undated
Physical Description: 1 Folder
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<th>Subseries 15: Videotape raw shot logs and edit logs 1974-1976, undated</th>
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<tr>
<td><strong>Scope and Contents</strong></td>
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<tr>
<td>Arranged chronologically, this subseries consists of binders used to log raw footage and edits during the production of several TVTV programs and one unidentifiable production. Binders contain between approximately 50 to approximately 250 pages of timecode logs, notes, and related information culled from raw footage and rough edits.</td>
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<th><strong>TVTV LOOKS AT THE OSCARS tape logs, &quot;Quad Log + Edit Log&quot; 1976</strong></th>
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<th><strong>TVTV LOOKS AT THE OSCARS tape logs, &quot;Edit Log Oscars&quot; 1976</strong></th>
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Physical Description: 9 Folders

Arrangement
This series is divided into two subseries:
Subseries 1: Corporate papers, 1973-1978, undated
Subseries 2: General correspondence, 1972-1979, 1981

Scope and Contents
Arranged chronologically within folders, this series consists of papers related to the incorporation, staffing, and operations of TVTV, as well as general correspondence related to the organization. These papers are primarily separate from any particular project and reflect the evolving goals of TVTV.

Subseries 1: Corporate papers 1973-1978, undated

Physical Description: 2 Folders

Scope and Contents
This subseries consists of documents and correspondence related to the operations of TVTV as a corporate entity. These include budget, staffing, and technical concerns, as well as creative and personal discussions.

Carton 4, Folder 58
Corporate papers 1973-1976
Physical Description: 1 Folder

Carton 4, Folder 59
Corporate papers 1977-1978, undated
Physical Description: 1 Folder


Physical Description: 7 Folders

Scope and Contents
This subseries has been arranged by date, as there was no original order to the TVTV correspondence files. The exceptions to this are as follows: a group of correspondence with WNET regarding distribution and broadcast of TVTV materials; a packet of materials related to the distribution of TVTV works by Electronic Arts Intermix; and correspondence with PFA curator Steve Seid about TVTV donations. These materials have been kept separate and arranged by date within folders.

Carton 4, Folder 60
General correspondence, 1972-1975 1972-1975
Physical Description: 1 Folder

Carton 4, Folder 61
Physical Description: 1 Folder

Carton 4, Folder 62
Physical Description: 1 Folder

Carton 4, Folder 63
General correspondence, 1977 1977
Physical Description: 1 Folder
Series 3: Artwork and related materials 1972, 1974, undated
Physical Description: 9 Folders, 7 Containers

Arrangement
This series is subdivided into four subseries:
Subseries 1: Scrapbooks
Subseries 2: Stickers, posters, stationery, artwork mockups, and related material
Subseries 3: Original artwork and photographs, undated
Subseries 4: 3-dimensional artefacts

Scope and Contents
This series consists of original artwork, designs and mockups for stationery and promotional materials, photographs, and scrapbooks. Some of these materials are associated with TVTV productions, or were created as artistic diaries of the productions, while others were intended for general use by the group. TVTV designed many versions of its corporate letterhead, frequently designing special stationery, stamps, and other materials specifically themed around a show under production. Much of the correspondence TVTV conducted was typed on this custom-made stationery. This series contains both original drawings for these materials and copies of the finished products, as well as a collection of stationery designs from various organizations that served as inspiration. Also included in this series are similar works created by affiliated groups such as Ant Farm. Three scrapbooks in this series document daily life of the TVTV crew on location shoots. Materials for mock press badges include photographs, mockups, and printed badges.

Subseries 1: Scrapbooks 1972, 1974, undated
Physical Description: 4 Containers

Scope and Contents
Three scrapbooks in this subseries were made in the process of shooting footage for THE WORLD’S LARGEST TV STUDIO, FOUR MORE YEARS, and LORD OF THE UNIVERSE. The scrapbooks include photographs of the TVTV crew on location, as well as many humorous drawings, notes, newspaper clippings, and other additions. An additional scrapbook consists of similar materials, but is unrelated to a specific production.

Container 1
Scrapbook related to THE WORLD’S LARGEST TV STUDIO 1972
Physical Description: 1 Scrapbook

Container 2
Scrapbook related to FOUR MORE YEARS 1972
Physical Description: 1 Scrapbook

Container 3
Photo album diary related to THE LORD OF THE UNIVERSE 1974
Physical Description: 1 Scrapbook

Container 4
Scrapbook of artwork, clippings, and sketches
Physical Description: 1 Scrapbook
### Subseries 2: Stickers, posters, stationery, artwork mockups, and related material

**Physical Description:** 6 Folders

**Carton 4, Folder 67**  
**Original artwork undated**  
Physical Description: 1 Folder

**Carton 4, Folder 68**  
**Posters, stickers, flyers, and related material undated**  
Physical Description: 1 Folder

**Carton 4, Folder 69**  
**Stationery and letterhead undated**  
Physical Description: 1 Folder

**Carton 4, Folder 70**  
**Duplicates of stationery and letterhead undated**  
Physical Description: 1 Folder

**Carton 4, Folder 71**  
**Inspirational letterhead designs undated**  
Physical Description: 1 Folder

**Carton 4, Folder 72**  
**Ant Farm and related organizations' letterhead undated**  
Physical Description: 1 Folder

### Subseries 3: Identification photos, press badges, and original artwork

**Physical Description:** 3 Folders

**Scope and Contents**
This subseries consists of mock press badges for TVTV crew. Materials are separated by type: original mockups for the badges, printed badges, and identification photographs to be affixed to the completed badges. The photographs have been kept in their original envelopes.

**Carton 4, Folder 73**  
**Artwork and mockups for badges undated**  
Physical Description: 1 Folder

**Carton 4, Folder 74**  
**Printed press badges undated**  
Physical Description: 1 Folder

**Carton 4, Folder 75**  
**Identification photographs undated**  
Physical Description: 1 Folder

### Subseries 4: Three-dimensional objects

**Physical Description:** 3 Containers

**Scope and Contents**
This subseries consists of a variety of objects created by TVTV. Included is an embosser for the TVTV corporate seal; a plastic colored map of the United States; a roll of custom TVTV labels; and a set of political pins.

**Container 5**  
**TVTV corporate seal embosser undated**  
Physical Description: 1 Item  
Scope and Contents  
This is a standard office embosser for paper that represents the corporate seal of TVTV, Inc. Includes an imitation leather pouch. Dimensions are approximately 4.5 in x 4.5 in. x 2 in.
Container 6

**Shrinky-dink map undated**

Physical Description: 1 Item

Scope and Contents

Plastic "Shrinky-dink" map of the United States with the TVTV logo drawn on it. Dimensions are approximately 3 in. x 2 in..

Container 7

**TVTV tape labels undated**

Physical Description: 1 Item

Scope and Contents

This is a roll of labels printed with blank fields for TVTV productions, probably intended for use on 1-inch Type C videotape cases. Dimensions are approximately 2 in. x 5 in.


Physical Description: 13 Folders

Arrangement

This series is subdivided into five subseries:

- Subseries 1: Published material by TVTV and members, 1973, 1974, 1978
- Subseries 5: TVTV distribution through Electronic Arts Intermix, 1974-1983 (bulk)

Scope and Contents

This series is arranged chronologically by material type and consists of published and unpublished writings by and about TVTV and its members. These writings were created in diverse settings and for very different needs and include: critical and humorous print articles, announcements and advertisements for works by TVTV, scholarly and technical writings, and materials related to exhibitions featuring TVTV. Included is a booklet published by TVTV in 1974, *The Prime Time Survey*, which recounts the history of television, details the state of the art of video recording technology, and predicts the future of broadcast media.

**Subseries 1: Published material by TVTV and members 1973, 1975, 1974, 1978**

Physical Description: 3 Folders

Carton 4, Folder 76

**Newspaper and magazine clippings 1973, 1975, 1978**

Physical Description: 1 Folder

Carton 4, Folder 77

**The Prime Time Survey**

Physical Description: 1 Folder

Carton 4, Folder 78

**Promotional material for and reviews of The Prime Time Survey**

Physical Description: 1 Folder


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<th>Physical Description</th>
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**Scope and Contents**

This subseries consists of materials about TVTV and its members that appeared in published form. This includes critical assessments, announcements and listings of TVTV broadcasts, and retrospective pieces. These materials are arranged chronologically, with 1976 representing the most prolific year.

**Carton 4, Folder 79**


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**Scope and Contents**

This subseries consists of unpublished writings about TVTV, including a conference paper, a student term paper, and a draft of an apparently unpublished article.

**Carton 4, Folder 80**

**Unpublished material about TVTV 1976, 1997, undated**

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**Scope and Contents**

This subseries consists of materials created in preparation for lectures by TVTV members, as well as programs, correspondence, and other materials related to museum exhibitions featuring TVTV.

**Carton 4, Folder 81**

**Lecture materials 1971, 1976, undated**

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**Carton 4, Folder 82**

**National Video Festival program 1981**

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**Carton 4, Folder 83**

**Whitney Museum of Art exhibition 1984**

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**Carton 4, Folder 84**

**International Center for Photography exhibition correspondence 1986**

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**Carton 4, Folder 85**

**International Center for Photography exhibition flyers and programs 1986**

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**Carton 4, Folder 86**

**Long Beach Museum of Art flyer 1986**

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**Carton 4, Folder 87**

**Museum of Television and Radio festival program 2004**

| Physical Description | 1 Folder |
Subseries 5: TVTV distribution through Electronic Arts Intermix 1974-1983 (bulk)

Physical Description: 1 Folder

Scope and Contents
This subseries consists of a collection of published materials about TVTV works as well as a filmography and various similar items. These were apparently sent as a packet to Electronic Arts Intermix (EAI), a video distributor in New York City, in preparation for the distribution of TVTV's works in the mid-1980s.

Series 5: Side projects and post-TVTV materials 1975-1979, undated

Physical Description: 6 Folders

Arrangement
This series is subdivided into five subseries:

Subseries 1: TVTV and the Coalition for New Public Affairs Programming, 1975-1976, undated
Subseries 2: Michael Shamberg: MALLORY OF EVEREST, 1977, undated
Subseries 3: Wendy Apple and Megan Williams: DAYDREAMS, 1977, undated

Scope and Contents
This series is arranged chronologically and consists of materials produced by TVTV and its members outside of official TVTV productions. This includes materials related to an independent television advocacy group supported by TVTV members, as well as materials created by TVTV members for film and television productions outside of TVTV, during and immediately after the dissolution of the collective. The items created for outside productions include research materials, correspondence, and production notes such as budgets and treatments.

Subseries 1: TVTV and the Coalition for New Public Affairs Programming 1975-1976, undated

Physical Description: 1 Folder

Scope and Contents
This subseries consists primarily of correspondence related to TVTV's participation in the Coalition for New Public Affairs Programming, CNPAP was an advocacy group that aimed to direct public broadcasting funding to alternative (or alternative-minded) producers such as TVTV and similar groups.

Subseries 2: Michael Shamberg: MALLORY OF EVEREST 1977, undated

Physical Description: 1 Folder

Subseries 3: Wendy Apple and Megan Williams: DAYDREAMS 1977, undated

Physical Description: 2 Folders
| Carton 4, Folder 91 | **DAYDREAMS production notes, documents, and correspondence 1977, undated**  
|                    | Physical Description: 1 Folder |
| Carton 4, Folder 92 | **DAYDREAMS research materials 1977, undated**  
|                    | Physical Description: 1 Folder |
| Carton 4, Folder 93 | **Subseries 4: Megan Williams/Videopolis: DRUG OF CHOICE 1977-1978, undated**  
|                    | Physical Description: 1 Folder |
| Carton 4, Folder 94 | **Subseries 5: Michael Shamberg: THE SIDEKICK 1978-1979, undated**  
|                    | Physical Description: 1 Folder |